

GAYATHRI MENON

PROFESSIONAL SUMMARY

Gayathri is a recent college graduate with over a year of professional work experience in corporate communications, marketing, video editing and graphic design. Gayathri is ready to move forward in her professional career and is seeking a job opportunity that is challenging, fast-paced and allows her to work in a creative field.

INFORMATION



gayathri.studio



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630-246-0313

EDUCATION

University of Illinois Urbana- Champaign

May 2018 - December 2021

GPA: 3.5

Media and Cinema Studies
Business
Public Relations

SKILLS

Adobe InDesign
Adobe Premiere Pro
Microsoft Suite
Google Suite
Airtable
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Figma

CERTIFICATION

LinkedIn Marketing Tools: SEO
Google UX Design Professional
Certificate (*in progress*)

EXPERIENCE

SOUTHWIRE COMPANY

COMMUNICATIONS COORDINATOR

August 2021 - January 2022

- Edited 2-3 corporate-level videos each week and boosted employee viewership rate by 15%
- Redesigned and merged 2 Southwire affiliated websites to increase traffic and carried out more user-friendly designs
- Designed 5-7 recruiting event advertisements in a given week and increased attendance rate by 9%
- Integrated internal communications between Corp Comm, Marketing, and Talent Acquisition teams to ensure open communication and to increase project turnaround rate

COMMUNICATIONS INTERN

February 2021 - August 2021

- Edited and finalized 1-2 corporate-level videos each week
- Supported design projects and began to lead discussions about inclusivity and diversity in the work place

UNIVERSITY OF ILLINOIS - ILLINI UNION

MULTIMEDIA TECHNICIAN

January 2020 - May 2021

- Organized/set up light and sound equipment in an effective and timely manner

UNIVERSITY BLOOD INITIATIVE

MARKETING AND PR LIAISON

September 2020- February 2021

- Accelerated social media interaction by 21%
- Created content for campaigns/fundraisers by using Mailchimp and Keela
- Cultivated a high-performance team through flawless communication skills