

Prerna Awasthi

prernaawasthi.com | /in/prerna-awasthi | prerna.awasthi@gmail.com

EDUCATION

Bachelor of Arts (B.A.) – Linguistics / University of Illinois at Urbana-Champaign 2017 - 2021

- Dual minors in Informatics and Psychology
- *Relevant Coursework:* Design of Usable Information Interfaces; Digital Advertising Content; IT for Networked Organisations; Social Aspects of Information Technology

Graphic Design Summer Intensive / Pratt Institute, New York, NY 2019

- Four week studio intensive in graphic design, with a total of 8 projects, including one final project focusing on branding and brand identity

WORK EXPERIENCE & PROJECTS

Public Relations Committee / Phi Mu – Delta Beta, Champaign, IL 02/2020 - 05/2021

- Collaborated with the PR Committee in implementing strategies to improve our online presence
- Maintained and grew the Twitter account
- Created 50+ deliverable graphics for use on social media, and for communication within the chapter

Public Relations Assistant / Phi Mu – Delta Beta, Champaign, IL 04/2019 - 02/2020

- Curated all social media accounts in order to create and maintain a strong brand presence and reach a wider audience to promote the chapter
- Developed promotion strategies that grew the chapter Instagram by over 500 followers
- Redesigned, modernised, and regularly updated the chapter website

Brand Ambassador / University Tees, Champaign, IL 07/2019 - 12/2019

- Collaborated in a team of 3 to execute themed events and marketing, promoting University Tees at over 20 establishments and organisations on campus
- As head campus ambassador, I also corresponded with UTees HQ on a weekly basis

Freelance Designer / Redbubble, Fiverr 03/2020 - Present

- Independently designed over 50 stickers and digital portraits for clients with Procreate and Adobe Suite

Freelance Designer / Tumblr 06/2013 - 09/2015

- Worked with HTML, CSS, and JavaScript to create 20+ unique, minimal blog layouts for Tumblr users, incorporating Tumblr's own dynamic data and variables

SKILLS: HTML, CSS, Javascript, Adobe XD, Figma, Balsamiq, Design Thinking, InDesign, Illustrator, Photoshop, Canva, Procreate, Hootsuite, Social Media Management, English, Hindi, Mandarin, Spanish

CERTIFICATIONS: *Edge Academy: Marketing Foundations* / Trade Desk / Issued Oct 2020
Social Marketing / Hootsuite Academy / Issued Nov 2020