

KAJAL REDDY PADI

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EDUCATION

Master of Arts, Public Relations and Advertising University of Southern California (USC), Annenberg School for Communication and Journalism, Los Angeles, CA Concentration: Corporate and Business Communication	May 2027 4.0 GPA
Bachelor of Arts, Communication Studies, Double Minor in Visual Journalism and Advertising Chapman University, School of Communication, Orange, CA Relevant courses: Principles of Advertising, Case Studies in Entertainment Marketing, Digital Marketing Summa Cum Laude, Provost's List (2020 to 2023), Dean's Scholarship	May 2025 3.9 GPA

PROFESSIONAL EXPERIENCE

Annenberg TV News, Wednesday News Anchor - Los Angeles, CA <ul style="list-style-type: none">Wrote, edited, and anchored news stories, including interviews and live broadcast delivery.	Aug 2025 – Present
Zyra Ai, Marketing Intern - Orange, CA <ul style="list-style-type: none">Assisted with B2B LinkedIn outreach, SEO optimization, and content creation, and analyzed engagement metrics to improve audience reach.	Jan 2025 – Apr 2025
Leatherby Center for Entrepreneurship, Public Relations & Marketing Intern - Orange, CA <ul style="list-style-type: none">Created marketing materials, supported press releases and website updates, and assisted with project coordination for events.	June 2023 – May 2025
Argyros College of Business and Economics, Social Media and Communications Assistant - Orange, CA <ul style="list-style-type: none">Developed videos, graphics, and blog content for social platforms, and tracked engagement.	Mar 2024 – May 2025
Search Nurture, SEO Contractor - Oakland, CA <ul style="list-style-type: none">Optimized on-page SEO and conducted keyword research while writing blog content for leading beauty and skincare brands.	Sep 2023 – Feb 2024

RELEVANT COURSE WORK

Nike "Winning Isn't for Everyone" Campaign Analysis <ul style="list-style-type: none">Analyzed Nike's campaign backlash, evaluating brand positioning, audience perception, and communication strategy.	Oct 2025
Bumble "Opening Moves" Campaign Crisis Analysis <ul style="list-style-type: none">Conducted a critical review of Bumble's campaign controversy, analyzing audience reaction, media coverage, and brand crisis management.	Nov 2025
Spotify Integrated Campaign Kit <ul style="list-style-type: none">Developed a full PR and advertising kit for a Spotify initiative, producing creative briefs, news releases, feature stories, billboards, and social media content with audience-focused strategy.	Dec 2025
Southwest Airlines Brand Analysis <ul style="list-style-type: none">Conducted survey and focus group research to evaluate college students' perceptions and recommend strategies to strengthen brand favorability.	Dec 2025

SKILLS

- Languages: Fluent in English, Fluent in Hindi, Proficient in Telugu
- Technology: Canva, Adobe Suite, Google Office Suite, Microsoft Office, Cascade, Sproutsocial, Project Insight, SPSS, SEMrush, Ahrefs, Asana, Monday, Capcut, Google Analytics
- Social Media: TikTok, Instagram, Pinterest, X (Twitter), Facebook, Youtube

Certifications

- Content Marketing** - HubSpot Academy, 2024
- Google Ads Search** - Google Skillshop, 2024
- Marketing Communications** - LinkedIn Learning, 2025
- Guide to AI** - LinkedIn Learning, 2025