

Shruthi Narayanan

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EXPERIENCES

UC Law San Francisco (via Career Group) – Communications Assistant (Contract) February 2026 – May 2026

- Published 20+ articles and images via WordPress CMS, prioritizing accuracy for ~30,000+ monthly readers
- Applied AP Style to copy-edit student Q&As, standardizing voice and improving readability across content
- Designed the 24-page 2026 commencement program in InDesign, proofreading every name, title, and detail
- Collaborated with internal stakeholders across teams to coordinate projects and manage competing priorities

Billionaire Reporter – Content Assistant

August 2025 – May 2026

- Scheduled and published daily content across social media platforms (Facebook, Instagram, & X)
- Built tailored social media content strategies per platform, optimizing captions and CTAs to drive engagement
- Wrote 20+ short profiles, translating complex topics into clear, accessible content for unfamiliar readers
- Worked with the editor-in-chief to review articles and establish social media content strategy across 3 platforms

Extern, Inc.

Canva: Data Visualization & AI Design Externship

February 2026 – April 2026

- Built reusable designs and templates for clients, meeting specific criteria to enhance efficiency across projects
- Used Canva and Flourish to turn data into actionable business insights, selecting chart types based on feedback
- Applied design thinking and accessibility principles to craft visuals that translated complex information

TikTok: Social Media Content & Brand Strategy Externship

January 2026 – February 2026

- Shaped a uniform company's brand using TikTok and Instagram, developing short-form videos and posts
- Analyzed TikTok and Instagram trends to identify top content formats driving audience engagement and trust
- Built reusable content templates and visual brand systems to streamline social media production
- Presented brand strategy deck to social media professionals, synthesizing trend research into actionable insights

Onni Creative (Entertainment Marketing Agency) – Communications Intern

September 2025 – December 2025

- Researched weekly box office performance and entertainment industry trends and players for internal reports
- Wrote 5 blogs on ways cinemas could activate around films and improve the moviegoing experience
- Crafted copy for presentation decks and social media posts, optimizing messaging for entertainment campaigns
- Ideated activation concepts during content strategy sessions, shaping blog topics and campaign direction
- Compiled and organized vendor contact lists, selecting based on experience with similar events
- Assisted with FIFA World Cup proposals by writing copy and selecting images, ensuring alignment with goals

Daily Trojan – Reporter

February 2024 – December 2025

- Wrote articles for the Arts and Entertainment section, covering events like a live concert and a cultural expo
- Designed games similar to New York Times' Wordle in Figma to increase traffic on the website
- Analyzed data and designed visualizations using Flourish to enhance storytelling and engagement

Annenberg Media

Art Director (ATVN)

September 2025 – December 2025

- Designed on-air graphics and production assets for live television broadcasts using Adobe Creative Cloud
- Designed YouTube thumbnails for live broadcasts with audiences of hundreds in a fast-paced environment

Multimedia Journalist

January 2024 – December 2025

- Wrote articles across multiple sections, covering events like student film festivals and talks by film producers
- Published articles for the gaming section using Arc XP and designed social media graphics with Canva

OTHER INFORMATION

Certifications:

- **Adobe Certified Professional:** Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- **HubSpot Academy:** Content, Digital, Social Media, Social Media Marketing II, SEO

Skills: Communication, Organization, Attention to Detail, Writing, Editing, Research, Data Analysis, Collaboration

Tools: Adobe Creative Cloud, Microsoft Office, Google Workspace, Asana, Trello, Canva, Datawrapper, WordPress

Social Media: Meta Business Suite (Facebook, Instagram), YouTube, Twitter/X, TikTok, LinkedIn

EDUCATION

University of Southern California, Los Angeles, CA

December 2025

Annenberg School for Communication and Journalism: Bachelor of Arts in Journalism

GPA: 3.88

ACADEMIC PROJECTS

Directed Research with Offball

Spring 2025

- Led a team of 5 to make content for the USC sports and culture newsletter prototype with media startup Offball
- Curated and designed two newsletters, one on entertainment and one on sports and culture, for assignments

How They Made It - "Barbie" a Warner Bros. Movie

Fall 2024

- Analyzed the production, development, and marketing of *Barbie* (2023) to evaluate studio distribution strategies

Public Relations

Fall 2023

- Applied PR concepts including media strategy, audience targeting, and A/B testing and wrote press releases