

# SRAVYA BOPPURI

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\*Eligible to work in the USA with no restrictions

## EDUCATION

University of Southern California- Los Angeles, CA

Aug. 2020

*Master of Science in Digital Social Media*

The University of Texas at Dallas- Dallas, TX

May 2018

*Bachelor of Science in Accounting*

ESC Rennes School of Business- Rennes, France

Fall 2016

*Study Abroad Program*

## WORK EXPERIENCE

Beck Media & Marketing – Santa Monica, CA.

Feb. 2020- Current

*Communications Assistant Intern*

- Research social media launch strategy for NBC Peacock "Saved by the Bell" reboot.
- Communicate effectively with stakeholders by providing transparent updates on project status.
- Coordinate with team members across 5 national offices to push campaign pitches to clients.

USC Viterbi Career Connections- Los Angeles, CA

Sept. 2019- Current

*Graduate Intern*

- Strategized timeline for "Engineering Diversity Mock Interviews" social media deliverables
- Coordinated with team to plan career success events by hosting meetings to assess timeline
- Implemented new app to improve student check-in process and documented project feedback

Annenberg Media Center- Los Angeles, CA

Sept. 2019- Dec. 2019

*Social Media Team Contributor*

- Crafted compelling social copy for Twitter to promote Annenberg News articles
- Collaborated with social media team of 5 diverse members to push out Instagram content

Ernst & Young LLP- Dallas, TX

June 2018- April 2019

*National Tax Fiduciary Trust Tax Services Staff Accountant- Full Time*

- Processed complex 1099 tax returns for wealth management companies with fast pace timeline
- Executed right method of analytical solutions for streamlining tax return processing
- Facilitated asset review training to a team of 20 members to establish consistent procedures

UTD TV Student Media – Dallas, Tx

Aug. 2015- May 2017

*Senior Reporter and Anchor*

- Trained 5 news reporters and self-started video production/script writing for story packages
- Reported on-scene stories, conducted interviews, anchored 9+ newscasts with production team

## LEADERSHIP

Annenberg Graduate Student Representatives

Aug 2019- Current

*Co-Director of Annenberg Ball*

- Managed financial budgets and improved project documentation via Google Sheets.
- Researched venue options and moved the ball forward by suggesting alternative event ideas

Jindal School of Management Dean's Council

Feb. 2018- May 2018

*Co-Curricular Committee Leader*

- Led team of 5 members to execute an initiative to increase partnerships with schools abroad
- Orchestrated "video interview" event by guiding team to book career expert speakers

UT Dallas Alternative Spring Break

Jan. 2017- May 2018

*Team Site Leader/ Volunteer*

- Partnered with Habitat for Humanities to rebuild destroyed homes in Louisiana and Mississippi
- Established order and structure within team by creating an open team culture away from school
- Tailored volunteer activities for each individual to enhance experience and grow as a team

## SKILLS

**Proficient:** Wordpress, Ghost, Adobe Premiere & Photoshop, Google Cloud services, Microsoft Office Suite

**Experienced:** Google Analytics, Crimson Hexagon, Sprout Social, Tableau