

SHRIJA RAMACHANDRAN

Atlanta, GA • shrjarg@gmail.com • 609.558.0175 • linkedin.com/in/shrija-ramachandran

EDUCATION

The University of Georgia, *Terry College of Business*, Athens, GA

- **Majors:** Bachelor of Business Administration in Management Information Systems
 - Minor in Film Studies, Certificate in New Media
- **Relevant Coursework:** Project Management, Business Process Management, Data Management and Analytics, Basic Dramatic Writing (Play Writing, Screenwriting), Introduction to Cinema, Web Development, Film Technology and Style, Digital Production

PROFESSIONAL EXPERIENCE/ACTIVITIES

NBCUniversal, *Universal Studio Group Marketing & Communications Intern*, Los Angeles, CA

Sept 2024 – Apr 2025

- Ideated and produced social media content for USG's studio shows and brand handles with over 26k+ followers including: brainstorming strategies for talent relations, campaigns, and press releases/junkets opportunities.
- Reviewed and offered scripts coverage for inclusion in brand guidelines on 5+ latest show campaigns
- Assisted in 10+ campaigns by managing departmental documents and tracking timelines to ensure seamless coordination.
- Supported the Awards team on Emmys & Golden Globes with research, asset management, marketing analysis, streaming coverage reports.

Cox Communications, *Public Relations Intern*, Atlanta, GA

May 2024 – Aug 2024

- Partnered with 30+ internal communications in marketing, sales, retail, brand, and product + technology on all aspects of the video creation and production process.
- Contributed to the development of press releases, media toolkits, social media content, and copywriting to support PR campaigns.
- Supported execution of external communications plans for consumer-facing video content to maximize reach and reception.
- Aided Cox Mobile's PR team in national media relations efforts across Cox markets.

Warner Brothers Discovery, *Contributions, Employee Engagement/Creative Production Intern*, Atlanta, GA

June 2023 – Aug 2023

- Supported WBD's corporate giving and grantmaking by nonprofit research, vetting, data reporting for more than 300+ organizations.
- Collaborated on WBD projects and campaigns, including upcoming productions with internal teams and external partners.
- Aided in planning and executing community events for over 100 participants, managing logistics, guest lists, and communications.
- Shadowed with production and broadcast operations for Turner Classic Movies and Warner Brothers Discovery Sports, including roles in script reading, directing, and technical operations.

FILM/PRODUCTION EXPERIENCE

MaxwellKImmedia, *Co-Founder/Creative Director*, Athens, GA

August 2023 – Present

- Co-founded and established a production house in Athens, GA leading creative strategy and production initiatives.
- Currently specializing in promotional short-form media, and creative film projects with a cinematic narrative.

The Agency, *Director*, Athens, GA

January 2024 – December 2024

- Directed a 45-minute short film that aligns with the creative vision of the agency's goals.
- Took on a dynamic role in executing all aspects of production, including writing shot lists, creating schedules, managing cinematography, editing, color grading, set design, and costume design.

Fashion Design Student Association at UGA (FDSA), *Creative Director/Videographer*, Athens, GA

August 2023 – May 2024

- Created 4+ short form content, short films and additional promotional materials to support the semester's fashion show.
- Wrote scripts, script coverage analysis, shot lists and call sheets to ensure narrative cohesion and alignment with project goals.

LEADERSHIP & RELEVANT EXPERIENCE

Delta Sigma Pi, *VP of Digital Content/Brother*, Athens, GA

October 2022 – Feb 2025

- Lead a team of 2 to develop marketing packages/produce digital content for recruitment and 5+ brotherhood events per semester.
- Promote a well-established social media presence showing the chapter's initiatives and our brothers.
- Scripted and directed recruitment videos for semester rush, overseeing all video production stages from concept to final edit.

University Union Leadership Board, *VP of Marketing and Communications*, Athens, GA

May 2022 – May 2023

- Oversaw all marketing and communication related functions of UGA University Union.
- Develop and implement new strategies for promoting recruitment and on-campus activities for 40,000+ students.
- Organize promotional items and allocate them to approximately 36 events hosted throughout the year.

SKILLS

Editing & Creative Software: Adobe Creative Suite, Premiere Pro, Final Cut Pro, Davinci Resolve, Canva Pro, Figma, Hootsuite

Technical: Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), Strong knowledge of social platforms, HTML, CSS, Bootstrap, WordPress, On-Set Experience, Copyediting, Airtable

ADDITIONAL INFORMATION

Portfolio: <https://www.shrijaramachandranportfolio.com/>

Organizations: Emma Bowen Foundation, The WICT Network

Certifications & Licenses: Certified Content Creator with Her Campus Media, Human Centered Design

Interests: Fantasy Books, Wicked, Bobby Goods Coloring Books, TV Shows & Movies