

SHRIJA RAMACHANDRAN

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EDUCATION

The University of Georgia, *Terry College of Business*, Athens, GA Spring 2025

- **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

PROFESSIONAL EXPERIENCE/ACTIVITIES

NBCUniversal, *Universal Studio Group Marketing & Communications*, Los Angeles, CA Sept 2024 – Apr 2025

- Ideating and producing social media content via film for studio and brand handles; brainstorming and presenting ideas for various opportunities (e.g., talent relations/gifting, editorial, campaigns, press releases).
- Supporting the awards team through research, asset management, administrative duties, compiling coverage reports, creating toolkits
- Updating and tracking department documents for overall campaign timelines; maintaining consistent communication with vendors and stakeholders.
- Reading scripts and doing coverage for brand guidelines; researching media outlets and contacts.

Cox Communications, *Public Relations Intern*, Atlanta, GA May 2024 – Aug 2024

- Partners with internal boundary partners in marketing, sales, retail, brand, and product + technology on all aspects of the video creation and production process.
- Contribute to the development of press releases, media toolkits, social media content, and written materials to support PR campaigns.
- Supports execution of external communications plans for customer-facing video content to maximize reach and reception.
- Supports 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 – Present

- Currently directing a 45-minute short film that aligns with the creative vision of the agency's goals.
- Taking 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

- Directed a team of 3 to film promotional campaigns for each semesters theme for the fashion show to produce 5 short films.
- Authored 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 – Present

- 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 (team of 4) 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 Software: Adobe Premiere Pro, Final Cut Pro, Adobe Creative Suite, Media Encoder, Davinci Resolve

Technical: Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), MAC OS, Canva Pro, WordPress, Strong knowledge of social platforms, HTML, CSS, Canon Cameras

ADDITIONAL INFORMATION

Portfolio: <https://shrijaramachandran.myportfolio.com/>

Organizations: Emma Bowen Foundation, The WICT Network

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

Interests: Independent Cinematography, Marvel Cinematic Universe, Monopoly Go, Tennis, Latest TV Shows