

# SHRIJA RAMACHANDRAN

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## 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

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## PROFESSIONAL EXPERIENCE/ACTIVITIES

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

Sept 2024 – Apr 2025

- Ideate and produce 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 scripts for brand alignment and delivering script coverage
- Assisted in campaign management by updating departmental documents and tracking timelines to ensure seamless coordination.
- Support the Awards team on events like the Emmys and Golden Globes with research, asset management, marketing analysis, streaming coverage reports.

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

May 2024 – Aug 2024

- Partners with 30+ 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.
- Aided with 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.

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## 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

- 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.

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## 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 (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.

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## 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

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## 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