

RANJANI VENKATAKRISHNAN

SOCIAL MEDIA COORDINATOR AND CONTENT CREATOR

CONTACT

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- ranjanivk@hotmail.com
- @ranjanithephoenix
- Arizona

EXPERTISE

- Shooting and editing both long-form videos as well as short clips such as reels for social media
- Managing social media campaigns across platforms
- Hosting and producing radio shows and podcasts
- Booking guests and communicating with stakeholders, both internal and external
- Using HubSpot to schedule social media posts and track metrics

EDUCATION

Master of Mass Communication from the Walter Cronkite School of Journalism and Mass Communication

Bachelor of Arts in journalism along with recipient of **Outstanding Graduate Award** from the Walter Cronkite School of Journalism and Mass Communication

REFERENCES

Nicole Greason

- 480-529-3714
- nicole.greason@asu.edu

Leah Soto

- 480-201-7294
- leah.s@swmobilestorage.com

WORK EXPERIENCE

Videographer

Southwest Mobile Storage August 2023 - Present
As the videographer it's my job to manage all of Southwest Mobile Storage's social media accounts across LinkedIn, Instagram, Facebook, and X (formerly Twitter). Creating fun and engaging reels and content out of a topic like shipping containers takes a level of creativity that cannot be taught - and I'm proud to say I've been able to do that here. I conceptualize, film, and edit short-form videos to post 1-2 time per week on social media along with other posts. Within 90 days of starting at Southwest Mobile Storage, I've doubled our impressions on LinkedIn and Instagram, and those numbers continue to climb as I drive up audience engagement. I also wear other hats on the marketing team, gladly taking on new projects such as researching publications to place ads in and tracking calls and form submissions from leads.

Production Assistant

Real Vision September 2021 - April 2023
At Real Vision, I had a thorough knowledge of the publishing process for videos on the website and podcasts via Megaphone, including ad placements within the podcast episodes. I also found and pitched guests, booked guests, organized the podcast production process, sourced content for promoting the podcast episodes on social media, and edited together multicam videos of the interviews. I was involved from start to finish in the podcast production process. This was a completely remote job, which allowed me to learn to coordinate with team members and guests across several time zones all over the world. The podcast team itself consisted of people across 4 different time zones - none of us were in the same part of the world, yet we worked so well together.

Content Coordinator

Barrett, the Honors College October 2016 - May 2021

- Worked in the Barrett Marketing Department to tell the story of Barrett, the Honors College at ASU.
- Wrote stories on Barrett students, student organizations, and alumni; coordinated interviews; covered Barrett events; reported on Barrett news; and pitched and produced podcast pilot episode.

Other Leadership Experience

- President of Arizona chapter of the Asian American Journalist's Association (started April 2024)
- Member of the AAJA Convention Planning Committee for the 2024 national convention