

Archana Pisupati

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY AT SAN LUIS OBISPO

SAN LUIS OBISPO, CA

Bachelor of Science in Journalism |

September 2022 - June 2026

Minors in Ethics, Public Policy, Science, and Technology & Media, Arts, Society, and Technology

Relevant Coursework: News Reporting and Writing, Broadcast News, Social Media for Strategic Communication, Public Relations, Mass Media Law, Multimedia Journalism, Multicultural Society and the Mass Media

WORK EXPERIENCE

MUSTANG MEDIA GROUP

SAN LUIS OBISPO, CA

Social Media Manager | March 2024 - Present

Investigations Reporter | June 2023 - March 2024

Senior News Reporter | June 2022 - May 2023

- Published articles exhibit versatility, being disseminated in both web and paper formats, showcasing proficiency in various mediums of communication.
 - Garnered prestigious recognition, earning Top Story of the Quarter twice and consistently achieving the highest page clicks on numerous articles, underscoring a remarkable ability to engage audiences and generate interest.
 - Manage a team of social media reporters to engage with diverse audiences through over 5 SMS platforms
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INDIAN STUDENTS ASSOCIATION @ CAL POLY SLO

SAN LUIS OBISPO, CA

President | March 2024 - Present

Graphic Design Coordinator | June 2023 - June 2024

PolyCultural Weekend Ambassador | January 2023 - May 2023

- Utilizes design tools to craft visually compelling graphics tailored to diverse audiences, encompassing social media posts, merchandise, and print collateral, consistently exceeding aesthetic and communicative expectations.
 - Demonstrates a remarkable track record of success, with an average monthly increase of approximately 90.3% in impressions and profile activity, attesting to the effectiveness of strategic branding and content creation efforts.
 - Manage a team of 16 board members to navigate ISA as a cultural club with over 1000 people
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JOURNALISTS OF COLOR @ CAL POLY SLO

SAN LUIS OBISPO, CA

Social Media Manager | January 2024 - Present

- Develop and implement innovative social media campaigns to raise awareness about the importance of diverse representation in media, garnering significant engagement and support for the club's mission.
 - Strategically curate and manage compelling content for respective social media platforms, amplifying underrepresented voices and fostering inclusivity within journalism.
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ESPN 1280 RADIO 101.7FM

SAN LUIS OBISPO, CA

Podcasting & Lead Social Media Intern | February 2024 - Present

BHM Intern & Lead Social Media Intern | September 2023 - February 2024

Production & Lead Social Media Intern | December 2022 - September 2023

- Conceptualized and created visually compelling social media content, including graphics, videos, and captions, to promote weekly radio shows and podcasts on multiple social platforms catering to diverse audiences.
 - Leads research initiatives to amplify underrepresented voices for Black History Month segment; empowered diverse perspectives, driving increased audience engagement and promoting inclusivity in media representation.
 - Managed public relations and crisis writing on social media regarding various initiatives and announcements.
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CREATIVE

PRETTY LITTLE THING

SAN LUIS OBISPO, CA

Student Ambassador & Content Creator | September 2023 - Present

- Engages with over 1,000 new accounts per post on average based on Instagram analytics
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SKILLS

Skills: Public Records, Investigative Journalism, Multimedia, Social Media Analytics, Knowledge of AP style, Graphic Design, Video and Photo editing, Live Communication, Copywriting, Ethics, Radio & Wraps, Search Engine Optimization

Languages: English, French, Telugu

Tools: Adobe Creative Cloud (especially Illustrator and Premiere Pro), Canva, MS Word, Excel, Datawrapper, WordPress
