



# SHRIYA BOPPANA

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**LinkedIn**/in/shriyaboppana | **Design Portfolio** shriyaboppana.com/design-portfolio

## EDUCATION

**Carnegie Mellon University** Bachelor of Science in Business Administration  
Concentration: Marketing and Business Management  
Minor: Psychology

**GPA 3.82**  
Dean's List

## CERTIFICATIONS

**University of Pennsylvania** Viral Marketing and Contagious Craft  
**Johns Hopkins University** Psychological First Aid  
**AT&T Summer Learning Academy Externship 2020**

## SKILLS

**Design** Adobe Illustrator, Photoshop, Lightroom, Premiere Pro, InDesign, After Effects, Pixlr, WordPress, SiteBuilder, Wix  
**Business** Microsoft PowerPoint, Excel, Word, Salesforce, Tableau, Smartsheet, Brandwatch, Cision  
**Technical** HTML, CSS, SPSS  
**Digital** YouTube Insights, Facebook Insights, Instagram Insights, LinkedIn Insights, Google Ads

## PROFESSIONAL EXPERIENCE

### Program/Project Manager, Accenture

JANUARY 2022 - PRESENT

- Developed and executed activities related to end-to-end project management, including project plans and estimates, scoping, and requirements through implementation and deployment for faster and more efficient turnaround in an agile environment
- Proactively monitored, managed, and reported on execution of deliverables in cross-functional team environment
- Communicated with client teams for a consistent tracking of progress and managing deliverable expectations

### Campus Director, Bumble

AUGUST 2021 - JANUARY 2022

- Led ground team at Carnegie Mellon University to integrate Bumble and enhance customer experience on campus
- Mentored team with monthly learnings from HQ to optimize talent, program, and local marketing strategies
- Oversaw and executed 12+ events at the campus level on a monthly basis from start to finish, including localized and virtual publicity stunts
- Managed campus-level budget team operations and logistics

### AwesomenessTV and Nickelodeon Talent Intern, ViacomCBS

JUNE 2021 - AUGUST 2021

- Managed talent relations on and off set for cast, with total social media following of 27.6 Million+, of 'AwesomenessTV Next Influencer'
- Discovered over 200 influencers each with a 4 Million following across Instagram, YouTube, and Tik Tok for linear, digital, social, and brand work
- Enhanced talent tracking documents with extensive Microsoft Excel macros, audition tapes, and content reels assisting senior management
- Created talent Microsoft PowerPoint presentations and pitch decks for 'AwesomenessTV Next Influencer' Season 3 casting

### Campus Manager, Amazon

JANUARY 2021 - MAY 2021

- Identified on-campus events to showcase Prime Student by hosting engaging activities that allowed customers to experience benefits of Prime
- Created and published influential creative Prime Student content on personal Instagram with over 2,000 followers
- Developed plans to turn marketing strategy into execution through vision alignment, process management, and basic modeling
- Reported on all activity by submitting event plans, recaps, and social media screenshots for accountability and dependability in meeting deadlines

### Media Relations Intern, Carnegie Mellon University

OCTOBER 2020 - MAY 2021

- News tracked by monitoring Tepper School news coverage and created monthly competitor university comparison reports using Brandwatch for distribution to 100,000+ faculty, staff, alumni, and administration
- Identified and pitched 40 potential stories and faculty to top news outlets such as Wall Street Journal, Reuters, BBC, CNN, etc.
- Researched leads and generated monthly media lists of over 20 media outlets, reporters, current events, and competitors using Cision

### Public Sector Marketing and Strategy Intern, World Wide Technology

MAY 2019 - AUGUST 2020

- Enhanced brand awareness through media kit guideline introduction to Public Sector Marketing team and content creation support under design lead
- Spearheaded campaign outreach and documentation of leads, contacts, and connections with over 100 new campaigns on Salesforce
- Strategically analyzed return on over 100 campaign and marketing event investments in technology industry through Tableau
- Orchestrated event planning and coordination for press releases, radio interviews, panels, conferences, and internal executive meetings, with Smartsheet tracking, introducing WWT to a new market of 400,000 Public Sector contacts worth \$37 Million

## STARTUPS

### Liveplex, Partner | Producer | On-air Host

APRIL 2020 - PRESENT

- Aided in mechanics, design, and research and development of technology platform that helps media and entertainment companies build audience experience through Web 3.0 ecosystem
- Hosted and produced popular on-air radio and television show, Red White and Brown, for content creation sub-brand, Desis.Live
- Built 40,000 following across multiple social media platforms targeting the South Asian American audience with press-based content

### Uncle Harvey LLC, Uncleharvey.com | CEO

APRIL 2020 - OCTOBER 2021

- Founding member of Neurosurgery career training platform and built an audience of 55,660 members in executive leadership role
- Headed marketing and created brand identity, media kit, website, and sponsorship packet with Adobe Creative Cloud fluency
- Managed investor, partner, sponsor, advisor, and consumer relations as Head of Business Operations with 10 established neurosurgical organizations in global entrepreneurial environment