

ANUSHKA JARIWALA

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EDUCATION

University of Georgia, Athens, GA

Master of Arts: Integrated Advertising and Public Relations

May 2025

Certificate: Media Analytics

Bachelor of Arts: Advertising

May 2024

Minor: Film Studies **Certificate:** Interdisciplinary Writing

Cumulative GPA: 3.97

WORK EXPERIENCE

Digital Messaging Intern, Merkle, Remote

Jun 2024 – Aug 2024

- Consolidated weekly data reports from digital messaging team members into one Excel file including account, status, contract term, comments, etc.
- Organized distribution list for over 170 employees on digital messaging team into one Excel file from HR report.
- Conducted research into the use of artificial intelligence in email marketing strategy, delivery, and content, and compiled findings into a final report.

Digital Marketing Intern, Visit Athens, GA, Athens, GA

Jan 2024 – May 2024

- Managed social media content calendar for Athens Visitor's Center across Facebook, Tik Tok, and Instagram.
- Wrote 1-2 blog posts per month in Simpleview CMS and updated old blogs with new places, events, and attractions for Visit Athens, GA website with a focus on search engine optimization.
- Created Tik Toks and Instagram Reels with Canva using videos shot at various locations in Athens, resulting in 28% increase in followers on Tik Tok account in that period.

Marketing & Publicity Intern, University of Georgia Press, Athens, GA

Jan 2023 – Dec 2023

- Logged and mailed out review copies and worked on other promotional materials for new titles in Spring and Fall.
- Collaborated with publicity manager to organize and execute email marketing campaigns through Emma.

Ad Sales Intern, AMC Networks, New York, NY

Jun 2023 – Aug 2023

- Conducted extensive research on TV streaming trends, competitors, user experience, and technological advancements to suggest improvements for AMC+ platform and presented findings to ad sales team.
- Worked collaboratively across departments to formulate strategy, estimate costs, and develop promotional concepts for a video game to TV adaptation for AMC Networks.
- Compiled weekly reports for account executive containing information regarding programmatic advertising, streaming, the ad sales upfront, industry news, and more.

ADDITIONAL EXPERIENCE

MAIP Fellow, Project Management, 4A's Foundation, Remote

Jun 2024 – Aug 2024

- Attended spring training, info labs, and applicable MAIP (Multicultural Advertising Intern Program) events.
- Collaborated with and managed a team of 10 for MAIP Summer Project with the client: Disney Experiences.

President, Ad Club, Athens, GA

May 2023 – May 2024

- Managed an executive board of 9 members to plan meetings, connect with speakers, help with ABAC program, fundraise, and develop content for the University of Georgia Chapter of the American Advertising Federation.
- Presided over and organized all executive board meetings and general body meetings throughout the year.
- Reviewed 19 applications for executive board recruitment and finalized all positions for new school year.

Copywriter, Talking Dog Agency, Athens, GA

Sep 2022 – May 2023

- Collaborated with a team to create a brand kit with new logo ideas, a fresh color palette, brand voice and research behind The Appliance Gals repair company.
- Wrote, edited, and finalized full length creative brief with objectives, deliverables, background research, and more.

ORGANIZATIONS, AWARDS, AND SKILLS

- Organizations:** 4A's Foundation 2024, UGA Women Lead Program 2023-2024, T. Howard Foundation 2023, UGA Ad Club 2022-Present, UGA Mentor Program 2022-Present, American Marketing Association 2021-2022
- Certifications:** Consumer Research Foundations Certificate, Trade Desk Data-Driven Planning Certification, Google Analytics Individual Qualification, CITI Social and Behavioral Research Certificate, PR Council Agency-Ready Certification
- Awards:** Scott Weiss Scholarship, Dorothy L. Nelms Scholarship, American Advertising Federation Jan Gardner Memorial Scholarship, Presidential Scholar Award, Advertising All-Star Award
- Skills:** Microsoft Word, Excel, PowerPoint, Outlook, Adobe Premiere Pro, Photoshop, InDesign, Illustrator, ProofRocket, Canva, Constant Contact, Asana, Emma, MailChimp, Sprout Social, Simpleview CMS, WordPress