

# SOWMYA CHANDRASEKARAN

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## EDUCATION

University of Southern California

M.A. Public Relations and Advertising

Los Angeles, California

2024-2026

M.O.P. Vaishnav College for Women

B.A. Economics

Chennai, India

2020-2023

## WORK EXPERIENCE

U&I - Teaching and Fundraising volunteer

Chennai, India

2021-2022

- Improved student engagement: Implemented innovative teaching methods, including interactive activities and multimedia resources, to increase student interest in English and science.
- Enhanced academic performance: Successfully raised student test scores by 20%.
- Increased fundraising: Led a successful fundraising initiative that significantly boosted donations, making our city the top contributor in the region.

Ulavisai - Intern

Chennai, India

July 2022-Aug 2022

- Developed educational modules: Created interactive modules on mental health and sex education for children aged 8-12.
- Gathered student feedback: Conducted surveys and focus groups in local high schools to assess mental health awareness and provide actionable recommendations for district-wide improvements.
- Secured funding: Successfully applied for a ₹200,000 state grant to support the startup's expansion.

BusinessLine - Intern

Chennai, India

June 2023-July 2023

- Improved audience engagement: Collaborated with the digital media team to produce high-quality multimedia content that increased online engagement by 20%.
- Networked with industry stakeholders: Represented the reporting desk at industry events to establish valuable connections.
- Identified thought leaders: Conducted research to identify and interview industry experts for podcasts, boosting listener engagement by 20%.

Public Relations Student Society of America - PRSC Member

Los Angeles, California

October 2024 -December 2024

- Event planning, Influencer Outreach and Media outreach for Liner AI

SOZI Music - Music promotion intern

Los Angeles, California

October 2024 -Present

- Promote music by pitching to curators, managing ads, coordinating collaborations and leveraging influencers.

## CERTIFICATES AND LEADERSHIPS

Chettinad Hari Shree Vidyalayam

Chennai, India

2019-2020

The Vizha, interschool cultural event

- Managed event logistics: Coordinated accommodations and logistics for judges, sponsors, and the chief guest.
- Increased event attendance: Successfully increased attendance by 25% compared to the previous year, making the event one of the most successful in recent history.

M.O.P. Vaishnav College for Women

Chennai, India

2020-2023

Young Economists Summit - Student head

- Led a team of volunteers: Coordinated a team of 30 volunteers to ensure the smooth execution of the summit.
- Coordinated event operations: Planned and executed the summit, achieving record attendance. Hosted successful panel discussions featuring renowned academics and industry professionals.

Attheum Club - Treasurer

- Administered event management: Overseen event logistics and marketing efforts throughout the year and coordinated a team of 45 volunteers to ensure the successful execution of events.
- Organized successful events: Successfully organized a nationwide debate competition with 120 students and a statewide quiz contest with over 500 participants.
- Promoted critical thinking and public speaking: These events contributed to the development of critical thinking and public speaking skills among students.

Sports Ministry, Student council

- Coordinated sports events: Managed logistics for all sports events throughout the academic year. Developed innovative strategies to successfully organize a virtual sports day during the pandemic. Received 90% positive feedback from participants, highlighting the success of the virtual event.

Dr. K. Nirmala Prasad Endowment Prize

- Best Blog: On the topic of evolution of Indian fashion.

Los Angeles, California

August 2024 - Present

University Of Southern California

Center for PR

- Video making: At USC's Center for PR, I collaborate with a team of volunteers to produce a video that showcases the impact of Annenberg's Public Relations and Advertising initiatives. My task is to ensure that the content is both informative and engaging.
- Relevance report: Additionally, I contribute to the relevance report on AI by incorporating statistical data and case studies, which has helped increase reader engagement with the report.

Arts, Culture and Entertainment Desk - Core team

- Reporting: As a core team member of USC's Arts, Culture, and Entertainment desk, I pitch and report engaging stories, with two articles published so far.

London School of Economics and Political Science

London, United Kingdom

June 2022-July2022

Summer School

- Analyzed case studies on power dynamics: Studied case studies to identify effective strategies for conflict resolution and status negotiation.
- Applied strategies in final project: Successfully applied these strategies to my final project, resulting in an A grade and positive feedback from instructors.

Manning School of Business - UMass Lowell

July 2021- July 2021

Global entrepreneurship exchange

- Collaborated with international team: Worked with a diverse group of students from different cultures. Incorporated various cultural viewpoints into a cohesive marketing strategy. Delivered a highly regarded project that was recognized by program mentors.

Chennai, India

2015 - Present

Brahaddhvani - Research and Training center for music

- Alongside training in Indian classical vocals and veena, have accompanied teachers at concerts, helped out in December music season for concert organization and participated in workshops

Chennai, India

November 2023

Charsur Arts Foundation

- Helped organize music workshops and virtual concerts

## SKILLS

- MS Office • Adobe Photoshop • Python (Basic) • Figma • Slack