

Shruthi Narayanan

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EDUCATION

University of Southern California, Los Angeles, CA

December 2025

Annenberg School for Communication and Journalism: Bachelor of Arts in Journalism

GPA: 3.88

EXPERIENCES

UC Law San Francisco (via Career Group) – *Communications Assistant* February 2026 – May 2026

- Managed content uploads to the website using WordPress CMS, ensuring accuracy and timely publication
- Edited Student Q&As for the Evidence of Success series to enhance readability and engagement
- Designed the 2026 Commencement program in InDesign, creating a professional and appealing layout

Billionaire Reporter – *Content Assistant*

August 2025 – May 2026

- Designed graphics and wrote engaging captions for social media posts across Instagram, Facebook, and X
- Scheduled and posted content daily, planning and executing a social media strategy to grow audience reach
- Wrote short profiles of billionaires for publication on the website

Extern, Inc. – *TikTok: Social Media Content & Brand Strategy Externship*

January 2026 – February 2026

- Shaped a uniform company's brand using TikTok and Instagram, developing short-form videos and posts
- Evaluated how brands build trust through storytelling and designed repeatable templates and visual styles
- Analyzed what drives content performance on TikTok versus Instagram
- Packaged my work into a brand strategy pitch deck, which I presented to social media professionals

Onni Creative – *Communications Intern*

September 2025 – December 2025

- Researched weekly box office performance and entertainment industry news for internal reports
- Wrote blogs on ways cinemas could activate around films and improve the moviegoing experience
- Crafted copy for presentation decks and social media posts, supporting entertainment marketing campaigns
- Assisted with proposals, ensuring alignment with brand goals and marketing objectives
- Published blogs using Wix CMS, ensuring proper formatting and posting content promptly
- Contributed to blog strategy ideation by brainstorming ideas for content themes and topics

Daily Trojan – *Reporter*

February 2024 – December 2025

- Fixed website issues in WordPress and designed games for the online team (February – December 2025)
- Analyzed data and created visualizations using Flourish for the data section (September 2024 – May 2025)
- Pitched and wrote articles for the Arts and Entertainment section (February – May 2024)

Annenberg Media

Art Director (ATVN)

September 2025 – December 2025

- Designed on-air graphics for Monday broadcasts in a fast-paced environment during five-hour shifts
- Designed YouTube thumbnails for live broadcasts with audiences of hundreds per week
- Collaborated with producers to ensure the graphics matched ATVN's visual style

Multimedia Journalist

January 2024 – December 2025

- Wrote articles across multiple sections, demonstrating versatility in reporting
- Published articles for the gaming section using Arc XP, ensuring proper formatting for audiences
- Designed social media graphics for the gaming section using Canva, enhancing visual storytelling

LA School Report – *Contributor*

September 2024 – May 2025

- Pitched and wrote articles about education and issues in LAUSD schools, demonstrating versatility
- Conducted interviews and verified information to provide accurate, well-sourced reporting
- Worked with editors to develop and revise articles, following editorial workflows

OTHER INFORMATION

Certifications:

- **Adobe Certified Professional:** Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- **HubSpot Academy:** Content, Digital, Social Media, Social Media Marketing II, SEO

NEBDHub & NSDC Transportation Data Science Project (TDSP)

January 2025

- Interpreted data using Python, identified insights to inform data-driven decisions, and created a report

Short-Term Experience: Open Source Journalism Conference – *Student Worker*

February 2025

- Assisted with registration and set-up and interviewed attendees about their conference experience

Skills: Communication, Organization, Attention to Detail, Writing, Research, Editing, Graphic Design, Data Analysis

Tools: Adobe Creative Cloud, Microsoft Office (Excel, etc.), Google Workspace, Asana, Canva, Figma, Datawrapper

Social Media: Meta Business Suite (Facebook, Instagram), YouTube, X, TikTok, LinkedIn, Discord, Snapchat

Programming Languages: Python (Pandas, NumPy, Matplotlib, Seaborn, BeautifulSoup, etc.), SQL, HTML, CSS