

AKHILA

PENUMAKA

COPYWRITER | MARKETER

PORTFOLIO

www.theinkbean.com

CONTACT

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EDUCATION

BOSTON UNIVERSITY

COLLEGE OF COMMUNICATION

B.S, Advertising

QUESTROM SCHOOL OF BUSINESS

B.S.B.A, Marketing

Cumulative GPA: 3.48

Expected May 2022

SKILLS

Adobe Illustrator/InDesign/Spark

Adobe Photoshop/Premiere Pro

Google Analytics

Google Search Console

Mailchimp

Microsoft Excel/Word/PowerPoint

Search Engine Marketing

Search Engine Optimization

Qualtrics

WordPress

LANGUAGES

English

French

Hindi

Korean

Telugu

ACCOMPLISHMENTS

Dean's List

Questrom School of Business

Spring 2020, Fall 2020

WORK EXPERIENCE

F*ck It Won't Cut It, Boston, MA

OCT 2020-PRESENT

Nationally recognized COVID-19 public health campaign

Copywriting Intern

- Write copy for FIWCI's 6500+ followers across Instagram and Twitter.
- Participate in team brainstorms; research and post relevant COVID-19 news and guidelines.
- **Awards and Recognition:** Recognized by *American Marketing Association* (AMA) and *Centers for Disease Control and Prevention* (CDC); shortlisted as a *PRWeek Awards 2020* finalist; received press mentions from *CNN*, *Fox News Media*, and *The Boston Globe*.

Empath Worldwide, Boston, MA

OCT 2020-JAN 2021

Full-service public relations agency

Creative Strategist

- Managed Colorado-based dance studio Block 1750's social media marketing, branding, and corporate communications.
- Performed market research; provided actionable suggestions to revitalize client's website using WordPress.
- Increased social media engagement by 15%.

Guerrilla Marketing Society, Boston, MA **JAN 2020-PRESENT**

Student-run marketing consultancy group

Marketing Consultant

- Collaborated with a team of 6 to develop a marketing campaign for a Boston-based client.
- Conducted market research, performed in-depth target audience analysis, researched latest industry trends.
- Used Qualtrics to create qualitative surveys, generated data insights using Microsoft Excel.
- Tracked campaign effectiveness; increased client's sales by 5%.

The Write Place Publishing House, India **JAN 2018**

Published Author

- Published a children's fiction novel called *Inside a Body* through India's largest chain of bookstores.
- Directly corresponded with the publishing house's internal operation teams, including editing, publicity, and marketing.
- Engaged in PR activities such as radio interviews; handled social media marketing to increase product awareness.
- Distributed the book across 95 stores in 33 cities. Boosted sales by 40% in the first month alone.

GenY Medium, Hyderabad, India

NOV 2017- JAN 2018

International digital marketing agency

Content Creation Intern

- Streamlined digital marketing strategies for high-profile clients including *Cigna Health Insurance* and *Apollo Hospitals*.
- Pitched new content channels to the marketing team.
- Accelerated customer engagement by 12%.