

Kasturi Thonangi

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Education

- Clark University, Worcester, MA -- Bachelor of Arts, Psychology -- Expected May 2022
- Bedford High School, Bedford, MA -- College Preparatory Curriculum -- June 2018

Competencies

- Proficient in using PowerPoint, Word, Excel, SPSS, Wix, Later, Hootsuite, Adobe Illustrator, Procreate, Figma, and Canva
- Can create social media marketing campaigns and advertisements on platforms such as Twitter, Instagram, Facebook, Snapchat
- Has administrative experience in assistance, management of customer files/accounts, and in organizing large scale events

Relevant Coursework

- Marketing Management
 - Managerial Communications
 - Branding Concepts and Principles
 - Visual Studies: 2D Design and Color
 - Smartphone Media
 - Prosocial Behavior and Collective Action
 - Interpersonal Psychology
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Information Technology Consultant - Clark University - August 2020 - till date

- Assists students and professors with technology and network-related conflicts such as mapping network drives, VPNs, etc.
- Competent at troubleshooting for Mac, Windows, and Linux products

Marketing/Social Media Intern - Boston Road Runners - April 2020 - to June 2020

- Created and implemented marketing campaigns to increase brand awareness on Instagram, Facebook, Twitter and the Boston Road Runner's website
- Produced actionable strategies to increase social media engagement and promote content to a larger audience--relied on social media analytics to refocus marketing campaign to target audience
- Revamped social media posting by creating a consistent yet engaging content calendar via Later and Hootsuite that promoted Boston Road Runners events
- Managed projects while implementing new online interfaces (by using Wix) for participants in BRR's programs
- Created visual content for social media using Adobe Illustrator and Procreate

Student Advisory Board Member - Clark University's Center for Personal Growth - August 2019 to till date

- Uses Canva to create marketing materials to promote events on campus to students
- Analyzes strengths and weaknesses of current and past marketing campaigns in order to increase outreach to students on campus
- Responsible for working with a team to organize and execute weekly events to promote the Center to students on campus

Mentoring at St Peter's Church - Worcester - January 2020 to August 2020

- Coached kids through various activities and teaches them good educational habits
- Worked specifically with children with disabilities (autism and ADHD)

Cashier at Panera Bread - Bedford - September 2017 to July 2018

- Collected payment, handled cash transactions, and balanced register drawer at the end of each shift
- Assisted with store stocking, setting up floor-sets and opening/closing procedures
- Handle customer care and package food for distribution

Office Associate at Attitudes Dance Studio - Bedford - August 2016 to September 2017

- Interacted with customers and helped them with any issues regarding their accounts
 - Filed and organized paperwork for client accounts
 - Assisted with organizing large scale annual events
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