PRERNA ANEJA

WILL BRIDGE THE GAP BETWEEN YOU AND YOUR CUSTOMERS

As a creative marketer with cohesive branding knowledge and a passion for storytelling, I know how to get you connected with your customer base and inspire change.

EDUCATION

JUNE 2021

California Polytechnic State University, San Luis Obispo
B.S. Business Administration, Marketing Management
Minor: Event Planning and Experience Management
3.25 GPA
Relevant Coursework: Business Law, Experiential Marketing Strategies

CONTACT

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Portfolio

SKILLS

-Wordpress
-Data Analysis
-Hindi
-Photoshop
-MailChimp
-Photography
-Audacity
-Data Visualization

PASSIONS

-Travel
-Boxing
-Making Playlists
-Photography

CERTIFICATIONS

-Google Analytics for Beginners
-Cvent Event Marketing Strategy

EXPERIENCE

SEP 2020-DEC 2020

Visit SLOCAL, BUMBLE | Experiential Marketing
-Created a campaign to increase tourism in SLO in a COVID-friendy environment.
-Created a marketing strategy for Bumble to have an activation at Coachella in the future.

SEP 2018-JUNE 2019

Mustang News | Sports MultiMedia Journalist Intern
-Co-authored weekly "Mustang in Focus" segment directed to an audience of 1.3 million Cal Poly and SLO community members.
-Coordinated with the Athletics Communications department for interview access.
-Interviewed athletes and coaches for home game recaps and features.

AUG 2018-SEP 2018

Bolly 92.3 FM | Operations Intern
-Drove media promotions to subscribers using MailChimp to cross the 300k+ threshold of app users.
-Used consumer knowledge and data to generate leads for radio advertisements.
-Compiled daily/weekly programs and sets using Audacity.

JAN 2018-APR 2018

WIB | Defining Her Future Marketing Committee
-Improved the club's brand recognition by designing innovative and on-brand hair ties.
-Worked with a team of 6 to create two marketing materials and content for both the male and female audience.