

# AKHILA PENUMAKA

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## EDUCATION

**BOSTON UNIVERSITY COLLEGE OF COMMUNICATION** Boston, MA

**September 2018-May 2022**

*Bachelor of Science in Advertising*

*Minors: Business Administration, Innovation & Entrepreneurship*

*GPA: 3.54*

## WORK EXPERIENCE

**Visa, Austin, TX**

**August 2022-Present**

*Associate, Client Services Development Program*

Rotational program focusing on Client Marketing/Communication Strategy within Visa

- **Rotation 1 Global Service Experience:** Spearheaded a mass email communication plan to inform clients and external stakeholders of upcoming changes to internal payment servers. Wrote emails to and tracked communication to ~1200 clients.
- **Rotation 2 North America Digital Implementations:** Managed client marketing campaigns using Visa's internal campaign manager. Ran simulations and wrote new copy for existing campaigns before the official launch process. Managed day-to-day tasks including onboarding/offboarding clients from Visa's card issuing programs.
- **Rotation 3 On-Demand Automation:** Lead Product Manager for Simple Forms Builder (SFB), a tool used to digitize paper-based client forms used by global teams across Visa. Communicated with 10+ teams across 5+ regions to introduce SFB, determine design requirements, and rewrite/automate web forms to create a better user experience for stakeholders.
- **Rotation 4 Global Acceptance Client Services:** Enhanced significant client relationships by spearheading the creation of a new communication channel (newsletter publication) to inform stakeholders of relevant industry updates and technology changes within the Visa payment ecosystem.

**Code and Theory, New York City, NY**

**June 2021-December 2021**

*Copywriting Intern*

- Clients: *Adidas, Amazon Advertising, J.P. Morgan*
- Produced written creative asset production for campaigns including copy, corporate blog pieces, press releases, and social media content; crafted headlines and ad copy for ad spaces throughout the city; performed brand competitor analysis for content creation; participated in the creation of request for proposals and analyzed creative briefs for new clients.
- Collaborated cross-functionally with teams (Art Direction, Product Strategy, Project Management) to execute international brand campaigns and optimize client campaign strategy across various digital platforms.

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

**October 2020-May 2021**

*Copywriter*

- Wrote social media copy and participated in content planning for FIWCI, a social media campaign focused on public health and COVID-19 protocols. Managed content for 6,700+ followers across various digital platforms (Instagram, TikTok, and Twitter).
- Conducted qualitative and quantitative primary research to summarize and trace trends related to the effects of COVID-19 on the college demographic.
- Campaign reached 3+ million social media accounts and generated 2+ million organic impressions (all organic, no paid ads used).
- **Awards:** *AdClub's Hatch61 Awards (Silver in Student Category), Young Ones Student Awards (Bronze Cube, Merit Award), PRWeek Awards 2021 finalist, Andy Awards 2021 finalist*, recognized by *American Marketing Association (AMA)* and *Centers for Disease Control and Prevention (CDC)*; press mentions in *CNN, Fox News Media, Boston Magazine, NBC Boston, CBS Boston*.

## LEADERSHIP EXPERIENCE

**Boston University Professional Business Communications Club, Boston, MA**

**January 2021-April 2022**

*Director of Marketing*

- Developed and tracked social media content (LinkedIn, Instagram) and digital marketing communications to promote user retention and follower engagement; sent weekly e-newsletters and created a content calendar to send updates regarding communications about club activities.
- Mentored future E-Board members by conducting leadership simulation exercises to improve workstyles and boost team dynamics.

## SKILLS

*Languages:* English, French, Hindi, Korean, Telugu

*Digital:* Adobe: Illustrator, InDesign, Photoshop, Agile Methodology, CSS, Google Analytics, HTML, JavaScript, JIRA, MS Dynamics, Project Management, Product Management, Search Engine Optimization (SEO), SPSS Statistics, Qualtrics, Wordpress