

AKHILA PENUMAKA

2818 Kramer Ln, Austin, TX
akhilapenumaka@gmail.com | [Portfolio](#)

EDUCATION

BOSTON UNIVERSITY COLLEGE OF COMMUNICATION Boston, MA

September 2018-May 2022

Bachelor of Science in Advertising

Minors: Business Administration, Innovation & Entrepreneurship

WORK EXPERIENCE

Visa, Austin, TX

August 2022-Present

Associate, Client Services Development Program (CSDP)

Rotational program focusing on Client Services within Visa

- **Rotation 1 Global Service Experience:** Led a large-scale client communication initiative to inform external stakeholders of upcoming changes to payment servers across data centers in India and the UK. Controlled communication to ~1200 clients.
- **Rotation 2 North America Digital Implementations:** Managed client marketing campaigns (Chase Bank, Hyatt) using Visa's internal campaign manager. Ran simulations and made design/copy changes to existing campaigns before the official launch process. Managed day-to-day tasks including enrolling/removing clients from Visa's products/service offerings.
- **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 digitization requirements, and automate forms to increase security and create a better user design/user experience for end-users.

Code and Theory, New York City, NY

June 2021-December 2021

Creative Intern (Copywriting)

• Accounts: *Adidas, Amazon Advertising, J.P. Morgan*

• Managed creative asset production for campaigns including advertising copy, corporate blog pieces, long-form written content, and social media posts; crafted headlines and ad copy for physical ad spaces throughout New York City; interviewed subject matter experts and researched industry verticals for content creation.

• Participated in client meetings; collaborated cross-functionally with teams (Art Direction, Product Strategy, Project Management) to plan and execute international marketing/brand campaigns and optimize client campaign strategy across various digital platforms.

F It Won't Cut It, Boston, MA

October 2020-May 2021

Creative Marketing Intern

• Created written copy/social content for FIWCI's digital campaign focused on public health and COVID-19 protocols for 6,700+ followers across various social media channels (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.

• **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, SEO/SEM, SPSS Statistics, Qualtrics.