

Pranav Attri

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EDUCATION

The Pennsylvania State University

Smeal College of Business

Bachelor of Science in Marketing

Minor in International Business

Dean's List semesters- 2

University Park, PA

May 2025

GPA: 3.33

Summer 2023, 2024

WORK EXPERIENCE

Cognizance Technologies

Marketing Intern

Leesburg, Virginia

June 2024– August 2024

- Managed the company's LinkedIn page to increase reach and engagement.
- Developed innovative communication strategies to enhance brand visibility.
- Conducted market research on competitive analysis to identify growth opportunities.
- Worked on ideas to establish employee connections using the Internal company newsletter.
- Conceptualised and implemented employee introduction videos.

Fiable Cleantech (Dustbin manufacturer)

Marketing Intern

Dehradun, India

May 2022– July 2022

- Headed product promotions and advertising campaigns on Amazon and Alibaba to drive visibility and sales.
- Conducted competitor analysis to identify market trends and opportunities for growth.
- Coordinated with the E-commerce team of Amazon, Flipkart, and Alibaba to optimize product placement and marketing strategies.

TOP FM (Radio)

Marketing Intern

Ahmedabad, India

May 2021 – July 2021

- Collaborated with the core team to brainstorm new content for daily shows on TOP FM.
- Managed social media promotion on Twitter, Instagram, and Facebook for RJs for wider reach.
- Facilitated branding tie-ups with various events to engage with listeners.

VTV News (24X7 News Channel)

Marketing Intern

Ahmedabad, India

May 2020 – July 2020

- Collaborated with event organizations for BTL cross-promotions, enhancing brand visibility and engagement.
- Designed engaging content for the prime-time news program, reaching a wider audience.
- Assisted in filtering and selecting relevant news stories to ensure high-quality content for TV viewers.

- Conceptualized and Launched student-run website www.studentchronicle.org using WordPress
- Managed a team of 16 in Marketing, Design, and Content Creation
- Conducted webinars and hosted podcasts on study guides for ICSE, ISC, and IGCSE exams
- Expanded website genre to a lifestyle page

RELEVANT COURSEWORK

MKTG 473 - Digital Marketing

Fall 2024

- Executed social media campaigns with organic, paid, and influencer marketing content through Stukent simulation
- Pitch consulting assignment of Amazon Sponsored Ads making strategic recommendations for assigned brand to Amazon Ads and Global Overview representatives.
- Learned the foundations of SEO, Paid Search, digital advertising, AI and other emerging technologies, and social media

CAMPUS INVOLVEMENT

Jadhoom

Member

University Park, PA

August 2021 – May 2023

Core member in a competitive Bollywood dance team, performed in Blacksburg for a DDN (Desi Dance Network) competition, helped build stage props and production of the set and performed at THON- The largest student-run philanthropy in the world.

PSAMA (Penn State American Marketing Association)

Member

University Park, PA

May 2023-Present

Attended meetings relating to Digital Marketing, Retail, and Sales. Analyzed multiple case studies in similar fields to understand more about the industry.

CERTIFICATES

- INSIDE LVMH – Creation & Branding, Retail & Customer Experience
- Amazon Sponsored Ads Certification
- Amazon Ads Foundations Certification

SKILLS

Data Analysis, Content Creation, Client Engagement, Event Planning, Product Positioning, Social Media Marketing, Project Support, Data Collection, Market Analysis, Strategic Marketing, Media Buying, Influencer Marketing, Microsoft Office, Microsoft Powerpoint, Content Management, Project Management, Microsoft Excel, A/B Testing, Data Analytics, Photoshop, Illustrator, Consumer Product, Merchandising, Budget Management, MailChimp, Canva