

AASTHA JANI

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Education

University of Southern California (Los Angeles, CA)

Expected Graduation: 2023

Annenberg School for Communication and Journalism

B.A. Communication | B.A. Gender and Sexuality Studies

Current GPA 4.0 | Dean's List

Relevant Experience

Vitamin Stree - Remote

March 2021 – July 2021

Social Media Trainee

- Strategised weekly social media presence across an audience of 49k+ on Instagram & 280k+ on YouTube
- Produced 35 info carousels, 10 reels, & numerous static posts discussing feminism and adjacent topics
- Reviewed and analysed a research survey (StreeSurvey) with over 1000 responses from the community

Schbang Digital Solutions - Remote

September 2020 – December 2020

Integrated Solutions Intern

- Ran end-to-end processes and workflows from brief to execution across 5+ campaigns on 3 brands
- Served as a copywriter for campaign-related, topical, and hygiene posts
- Prepared monthly performance reports and analysed engagement across social media platforms

Feminism in India - Remote

July 2020 – September 2020

Content Writer & Intern

- Engaged in a weekly article production process through Slack and the WordPress backend
- Monitored trends in social media and breaking news relevant for telling feminist stories

USC Annenberg Media - Los Angeles, CA

January 2020 – May 2020

Social Media Desk Contributor

- Designed graphics for stories and posts on Instagram, Facebook, and Twitter
- Copywriting news in a concise format for social media platforms
- Pitched live streams and videos while working from home during COVID-19

Involvement & Affiliation

Trojan Marketing Group - Los Angeles, CA

September 2021 – Present

Digital Strategist

- Conducting in-depth data analysis and drawing relevant insights in constructing a digital presence for the Hollywood Artisans Market
- Correlate knowledge of clients' products and services in respective markets to produce a differentiating brand purpose

USC Admissions Center - Los Angeles, CA

December 2021 – Present

Spring Admit Ambassador

- Staffing spring admit welcome events, attending info sessions with students and families,
- Facilitating mentorship of 8-12 new spring admitted students at USC
- Creating relationships with spring admitted students to help ease transition into USC

Trojan British Parliamentary Debate Team - Los Angeles, CA

May 2021 – Present

Director of Membership

- Recruiting members from USC community, organise social events, and manage social media presence
- Attending regional tournaments and participate in bi-weekly practices

Skills

Technical: Proficient in Google Suite, Microsoft Office, Canva, WordPress, Slack, Mac platforms; basic knowledge of AP Style; basic knowledge of Adobe Photoshop & Premiere Pro

Social Media: Twitter, Instagram, Facebook, LinkedIn, TikTok, Snapchat, Clubhouse

Languages: Hindi, French, Gujarati, Arabic