

Amogh M. Rao

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EDUCATION

Virginia Commonwealth University, College of Humanities and Sciences

Richmond, VA

Bachelors of Arts in International Studies; Minors in Spanish and Mass Communications

August 2016 – May 2020

- **GPA:** 3.1/4.0

- **Relevant Coursework:** International Relations, News Journalism, Modern Immigration, Public Relations, Spanish immersion

George Washington University

Washington DC

Certification in Digital Marketing

August 2020 – January 2021

- **GPA:** 4.0/4.0

- **Relevant Coursework:** Digital Marketing

PROFESSIONAL EXPERIENCE

Qorvis Communications

Washington D.C.

PR/Communications Intern

June 2021-Present

- Collaborated with the social media team to design tweets and graphics for the embassy, increasing client following by 20%
- Conducted comprehensive research on different guests for upcoming embassy events, creating background guides in the process.
- Worked with the media relations team to compile journalist contacts-both national and international, organizing them into a database.
- Worked with the content creation team for a non-profit by writing magazine articles, as well as repurposing content into social media posts.

The Embassy of India

Washington D.C.

Communications Assistant – Department Communications/Press

June 2019-Sept. 2019

- Compiled current events regarding India-USA foreign relations for Head of Press Relations at Embassy.
- Conducted comprehensive research on the Washington Post, Times of India, and New York Times.
- Created social media posts for Indian Embassy's Instagram and Facebook pages increasing outreach by 15%.

World Service Authority

Washington DC

Social Media Intern

May 2019 – August 2019

- Planned and developed a schedule for social media posts via hootsuite
- Designed interactive graphics to post on Instagram via canva and photoshop
- Designed brochures and flyers for company events via Microsoft word and photoshop

Antes Rayos Men's Fashion

Washington D.C

Social Media Manager, Marketing Assistant

May 2018 – August 2019

- Managed a team of 4 people in doing product research and advertising via social media
- Designed and run advertisements for products via Facebook and Instagram
- Brought in a profit of \$2,000 through our ads and digital marketing campaigns
- Managed and designed posts for Instagram and Facebook pages
- Communicated with different influencers and negotiated prices to run our ads

LEADERSHIP EXPERIENCE

Pi Lambda Phi, VA-Omega Rho – Social Fraternity

Richmond, VA

Philanthropy Chair, VP of Recruitment, Social Media Coordinator

August 2017 – August 2019

- Was one of eight re-founders for the VA Omega Rho chapter of Pi Lambda Phi in Fall 2017
- Helped raise \$1,500 for the Elimination of Prejudice foundation as Philanthropy Chair in Spring 2019.
- Managed the Instagram and Facebook page for the fraternity, keeping everyone updated on our events.

VCU Ram Camp

Richmond, VA

Camp Leader

August 2017 – August 2019

- Served as a leader and mentor for a group of 10 incoming freshmen
- Guided them around campus, gave them a tour of the school and responded to any concerns they had throughout the week
- Participated in community service events with them such as park clean-ups, animal shelter visits, etc.

LANGUAGES, SKILLS, INTERESTS

Skills: SEO and Google Analytics, Wordpress, Google Ads, Instagram Ads, Facebook Ads, social media strategy, creative writing, market strategy, blogging, web design, campaign analysis, market research, content creation

Certifications: Content Marketing Certification-Hubspot, Google Search Ads Certification-Google Skillshop

Languages: English, Spanish, Kannada, Hindi

Portfolio Link: www.amoghraodigital.com

