

# Pramshu Peri

**Contact Info:** Rochester, NY | [pramshu1997@gmail.com](mailto:pramshu1997@gmail.com) |

**Linkedin Profile:** <https://tinyurl.com/PPeri>

**Websites:** [Muckrack](#), [Substack](#), [Professional Website](#)

## PROFESSIONAL SUMMARY

Communications specialist and current RIT Master's candidate with 4+ years of agency and in-house experience across fintech, AI, and automotive. Adept at building narratives that drive visibility, trust, and engagement; online and on the track. Executed press placements, thought leadership articles, social campaigns and branded storytelling. Recently executed sponsor activations and ambassadorship campaigns for a NASCAR driver, blending fan engagement with brand impact.

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## AREAS OF EXPERTISE

Editorial Writing (Op-eds, Blogs, Press/News Releases, and Website Content) | Social Media Content Development | Research & Fact-Checking | Storytelling & Media Relations | Source Building & Networking | Media Monitoring | Event Coordination | Sponsor Activation

**Technical Skills:** Talkwalker | Hootsuite | Canva | Brandchamp | Wordpress | Grammarly | Mailchimp | Figma

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## EXPERIENCE

**NASCAR: Brennan Poole Racing | Remote Internship | February 2025 - Present**

*Marketing and Activation Intern*

- Conducting sponsor outreach via emails—researching brand alignment, crafting tailored messages, and generating warm leads in a 1:5 success ratio (3+ qualified leads for every 15 targeted reach-outs).
- Creating tailored sponsorship decks and race-specific deliverables using Canva—including activation concepts for potential partners and itineraries for existing sponsors.
- Managing the driver's influencer campaigns using BrandChamp—aligning brand partnerships with his personal content strategy and ensuring consistent engagement across Instagram and TikTok.

**Rochester Institute of Technology | Rochester, NY | January 2024 - Present**

*Graduate Communication Assistant*

- Develop targeted cybersecurity awareness content on phishing and ransomware, distributed via campus-wide email, student portals, and employee networks using RIT's internal comms platforms.
  - Increased student awareness as measured by higher workshop sign-ups and reduced repeat phishing incidents in follow-up reports.
- Co-developing engaging course materials for an undergraduate Media Culture class, including lecture slides, multimedia resources, and case studies focused on the evolution of media, technology, and culture.
- Supervised daily schedules and activities for 150+ high school students in the RIT Certified summer program.
  - Coordinated logistics, monitored conduct, and resolved on-site issues to maintain safety, engagement, and adherence to university policies.

**The Practice Public Relations Agency | Bangalore, India | April 2022 - January 2024**

*Account Executive-Content*

- Developed long-form thought leadership content—op-eds, bylines, and white papers—for clients including Lenovo, Texas Instruments, BOSCH, Amazon, and others across fintech, AI, and automotive.
  - Positioned clients as industry leaders and secured 20+ high-visibility placements in trade and business media.
- Drafted and tailored press releases and media alerts that supported successful pitches to marquee Indian outlets including Times of India, Deccan Herald, The Hindu, and multiple trade publications.
- Monitored performance of client-facing written content—press releases, op-eds, and bylines—using Talkwalker; tracked coverage volume, sentiment, and reach across national and trade outlets.

- Wrote and distributed The Viewpoint internal newsletter targeting industry trends via Mailchimp, along with executive memos and speaker scripts for fireside chats and leadership events.
- Managed content for Indbiz.gov.in, the Indian government's investment portal, via WordPress—updating trade data, tracking investment trends, and publishing sector insights to support India's global outreach.

**Log9 Materials | Bangalore, India | November 2021 - March 2022**

*Copywriter/Copy Editor*

- Created and managed social media content focusing on EV innovation and battery tech; used Hootsuite to monitor and optimize posts, leading to a 30% increase in engagement across LinkedIn and Instagram.

**Freelance Writer/Journalist | March 2020 - October 2021**

- Reported on trends in energy, real estate, gaming, technology, and education—crafting timely, audience-focused stories for outlets including FandomWire, The Blue Circle, and BusinessWorld.

**The Ken | Bangalore, India | May - December 2019**

*Business Journalist*

- Supported investigative business reporting by conducting interviews, analyzing startup and VC trends, and contributing research for stories on India's evolving tech and education landscape.

## **EDUCATION**

**Rochester Institute of Technology | Rochester, NY | January 2024 - December 2025 (expected)**

Master of Science in Communication

- Primary Concentration in Strategic Communication
- *College Club Responsibilities (RIT Formula SAE Racing Team)*
  - Creating technical and promotional content on Instagram and LinkedIn with Figma to highlight team milestones, build progress, and partner news.
  - Supported launch and content strategy for RIT Formula SAE's F32 car; managed social posts and event messaging.

**Asian College of Journalism | Chennai, India | June 2018 - April 2019**

Graduate Diploma in Business Journalism

**Dwaraka Doss Govardhan Doss Vaishnav College | Chennai, India | June 2015 - April 2018**

Bachelor of Arts in English Literature