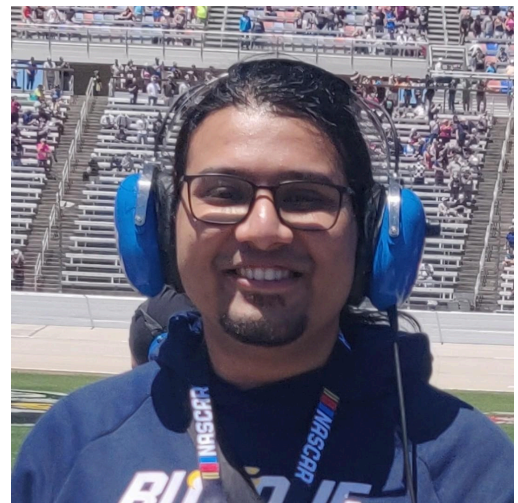


Pramshu Peri

Contact Info: Rochester, NY | pramshu1997@gmail.com |
Linkedin Profile: <https://www.linkedin.com/in/pramshu-peri/>
Websites: [Professional Website](#) [Muckrack](#), [Substack](#)

SUMMARY

Communications specialist with expertise in journalism, copywriting, and public relations across fintech, AI, automotive, and motorsports sectors. Skilled in research, storytelling, and media engagement, resulting in successful media coverage and engaging social campaigns. Developed sponsor activations and ambassadorship programs for a NASCAR driver, effectively converting fan engagement into brand value.



SKILLS

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

Technical: Google Analytics (GA4) | Talkwalker | Hootsuite | Canva | Brandchamp | Wordpress | Mailchimp | Figma | Generative AI/LLM Prompting

EXPERIENCE

NASCAR: Brennan Poole Racing | Remote Internship | February 2025 - August 2025

Marketing and Activation Intern

- Conducted sponsor outreach via emails—researched brand alignment, crafted tailored messages, and generated warm leads in a 1:5 success ratio (3+ qualified leads for every 15 targeted reach-outs).
- Created tailored sponsorship decks and race-specific deliverables using Canva—including activation concepts for potential partners and itineraries for existing sponsors.
- Managed 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 on EV innovation, material science, and battery technology; leveraged Hootsuite Streams and increased engagement by 30% 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.

PROFESSIONAL CERTIFICATIONS

- **Google Analytics 4 (GA4) Individual Certificate**, Google LLC.
Issued: December 2, 2025
- **AI and Career Empowerment**, University of Maryland - Robert H. Smith School of Business.
Issued: November 26, 2025
- **Introduction to Public Relations**, Microsoft, offered through Coursera
Issued: January 5, 2026

EDUCATION

Rochester Institute of Technology | Rochester, NY | January 2024 - April 2026 (expected)

Master of Science in Communication

- GPA: 3.81/4.00
- Relevant Coursework
 - Strategic Communication, Communication Theories, Digital Advertising, Artificial Intelligence & Communication, Research Methods in Communication, Communication and Identity, Public Management and Governance, Technology, Policy & Sustainability, Internet Marketing: Strategy & Tactics
- *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.
- Capstone Project
 - Created and evaluated a communications strategy for the RIT Baja SAE team aimed at improving relevance and participation among non-engineering students.

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