

Shreya Budakoti

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EDUCATION

Pennsylvania State University, College of the Liberal Arts

University Park, PA

Economics and Philosophy

Expected May 2027

WORK EXPERIENCE

University Park Fee Board

University Park, PA

Chief Strategic Communications Executive - Internship

June 2026 – Present

- Spearheaded 190+ digital assets, driving **700K+** views, **60%** profile visits and \$32.96M fee transparency
- Executed a communications rebrand, increasing views by **50%** and growing followers **30.2% (+233)** on Instagram
- Led outreach across **23** fee-funded units, increasing cross-platform content viewership **35%**

University Park Undergraduate Student Association (UPUA)

University Park, PA

Executive Public Relations Director-Internship

Oct 2025 – March 2026

- Led an 80-post, 3-month public relations campaign, generating **2M** views, **18.6K** likes and **7.5K** shares
- Drove conversions, turning engagement into **37.5K** profile visits and **5.1K** website taps through targeted calls-to-action campaigns.
- Grew Instagram by **1,102** followers through campaigns targeting ages **17–19**, increasing annual recruitment participation **50%**.
- Optimized carousel content with Instagram Insights, improving retention by **16%** and generating **749.9K** views and **7.6K** likes.
- Designed campaigns leading to **13%** increase in external link taps and leading **40.5K** profile visits.

Chief of Staff - Internship

April 2026 – Present

- Led 55 directors, streamlining workflows to improve cross-department productivity and execution.
- Administer a **\$140k** operating budget, across wages, operations, events, and legislative purposes
- Grew freshman membership through 30 presentations reaching 6K+ students and 60% of the incoming class

McNees, Wallace & Nurick LLC– Government Relations

Harrisburg, PA

Deputy Director of Grassroots Strategy and Communications-Internship

Sept 2025 – June 2026

- Directed brand strategy with over **200+** campaign assets for two judicial and congressional campaigns, securing **\$15K** in funding and reaching **80K+** voters across social, mail, and print.
- Optimized **10K** voter records in Excel, cutting preparation time **27.7%** and identifying high-propensity campaign targets.

LEADERSHIP EXPERIENCE

Penn State IFC/Panhellenic Dance Marathon/THON™

University Park, PA

Public Relations Graphic Design Captain

Apr 2025 – Dec 2024

- Directed THON's brand strategy, leading a 3-person team across 130+ assets, 15 campaigns, and 60+ media requests.
- Drove 100K+ interactions and 64K link taps through conversion-focused call-to-actions for THON's top recruitment campaign
- Increased Instagram views from 200K to 800K (+300%) and average post views 32%

SKILLS

- **Communications:** Strategic Communications, Public Relations, Campaign Strategy, Brand Strategy, Digital Marketing, Audience Engagement, Growth Marketing, Analytics & Reporting
- **Platforms:** Instagram, TikTok, Facebook, LinkedIn, Meta Ads Manager, Hootsuite
- **Tools:** Adobe Creative Cloud, Figma, CapCut, Google Analytics, PowerPoint, Wix, SquareSpace, Claude Cowork