

Kayla Ramnarain

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Relevant Experience

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- Trail Runner International** New York City, NY
PR Analyst Intern Sept 2024-Dec 2024
- Assisted 3-5 major corporation client teams in finance, technology, entertainment, and sports industries
 - Executed high-quality research for 50+ reporter briefs, RFPs, and competitor benchmarking
 - Compiled targeted media lists, drafted press releases, and prepared 60+ pitches to journalists resulting in earned media coverage for clients
 - Utilized Meltwater to participate in media monitoring rotations and delivered daily coverage reports
 - Recommended plans of actions for relevant conference appearances, award submissions, and broadcast interviews
 - Analyzed industry trends to enhance public image, support strategic brand development, and provide critical insights for client strategy
- HealthCentral Corporation** Arlington, VA (Remote)
Performance Marketing Intern June 2023-Aug 2023
- Screened over 6 sources of 1st and 3rd party data to optimize campaigns and support Senior Paid Ad Managers
 - Monitored trends, measured ad performance, and provided reports such as Margin Callouts & Content Audits
 - Utilized Search Engine Optimization techniques to boost ad traffic by 5%
 - Aided internal teams in formulating strategies to align with organizational goals, improve business growth, and increase audience engagement
- Alpha Phi Omega- Delta Rho Chapter** New Brunswick, NJ
Digital Content Strategist Jan 2023-May 2023
- Managed 3 social media accounts for the chapter to highlight fraternity events and achievements through creation of over 40+ engaging Instagram, Facebook, and TikTok posts
 - Captured 300+ high-quality pictures and 100+ videos during events
 - Spearheaded 2 new social media initiatives including the chapter's first brotherhood family spotlight series
- Rutgers Graduate School of Applied and Professional Psychology** Piscataway, NJ
Marketing and Communications Intern Sept 2022- Dec 2022
- Published daily social media posts for 3 platforms, measured engagement, and increased followers by 12%
 - Boosted the launch of the new website using Drupal 9 software and drafted pages to streamline user experience
 - Crafted monthly e-newsletters, posters, infographics, and digital ads to showcase academic programs

Education

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- Rutgers University**-New Brunswick, New Jersey Sept 2020-May 2024
B.A. in Communications w/ specialization in Public Relations, Human Resources Management. GPA: 3.4
- Relevant Projects:
 - Responded to an RFP for General Plumbing Supply with detailed PESO recommendations
 - Created a sample Crisis Management Plan for Chipotle Mexican Grill

Campus Involvement

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- Member of Lambda Pi Eta, National Communication Honor Society Jan 2024- May 2024
 - Member of Public Relations Student Society of America Sept 2023- May 2024
 - Resident Assistant, Rutgers Residence Life Aug 2023- May 2024
 - Alpha Phi Omega, Professional Co-Ed Service Fraternity Jan 2022- May 2024
 - Leadership positions held: Director of Recruitment, Service Committee member, Administrative Assistant
 - Volunteer at Second Reformed Thrift Shop and Five Loaves Food Pantry Jan 2022-present

Technical Skills

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- Advertising Platforms: Google Ads, Meta Business Suite, Microsoft Ads, Jun Group, Outbrain, Taboola
 - Communication Software: Meltwater, Critical Mention, Constant Contact, Hootsuite, Cision, MuckRack
 - Social Media Experience: Instagram, Facebook, TikTok, Pinterest, Twitter, Snapchat, YouTube, Reddit
 - Technical Skills: Bloomberg Terminal, Canva, HTML, JavaScript, Adobe Suite, Sonix, Rocket Reach, Capcut