

Janhavi Upadhyay

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EDUCATION

New York University, School of Professional Studies
Master of Science Project Management

New York, NY
Dec 2024

The George Washington University, Elliott School of International Affairs
Bachelor of Arts International Affairs

Washington, DC
May 2022

- Concentration: International Development

Current GPA: 3.89

Student Organizations- Women in Tech, TEDx Foggy Bottom, GW Parliamentary Debate Society-Varsity Member, Odyssey Magazine

Certifications: Product Management: First Steps, Learning Data Analytics:1, Learning Conversion Copywriting

EXPERIENCE

Antenna Group

New York, NY

Associate Account Executive

July 2022- March 2023

- Conducted comprehensive research on various industrial projects and corporate, political, economic, and market trends to effectively support client materials and interactions.
- Collaborated with over 700 journalists and luxury goods reporters for pitching stories and ensuring coverage reports.
- Prepared client deliverables like corporate and industry reports and fashion, retail and luxury real estate assessment reports
- Developed project plans and client content including press releases, newsletters, media lists, podcast pitches, bylines, case studies, social media posts, and sales collateral.
- Cultivated relationships with key reporter contacts, focusing on international and national publications, industry trades, and regional outlets
- Effectively managed external meetings, organizational management, client communications, maintained dashboards, and upheld quality control for C-suite executives
- Draft research memos, presentation decks and administrative materials

United World Schools

Washington DC

Development Communications Intern

September 2021 – June 2022

- Produced progress reports for 280 schools and 100 partner programs across Cambodia, Nepal, Myanmar, and Madagascar, ensuring donor commitments were met.
- Identified community engagement opportunities and change management efforts, gathered policy data for various governments, managed databases (Etapstry, Salesforce, Mailchimp), coordinated digital assets, and enhanced UWS messaging through press materials, blogs, and social media.
- Supported UWS-USA's digital presence, including website updates, social media, and newsletters, and facilitated UWS-USA Communications Committee activities, including meeting management, administrative work, and annual report preparation.

YZ Solutions

Washington DC

Public Affairs Intern

November 2020 - Present

- Conducted research on current and future needs of the company's government clients, projects, and strategies and pitched in ideas by giving presentations.
- Worked on building cost-benefit analysis to support the company's marketing and organizational efforts for building new applications
- Rebranded the company's website and assisted in blog writing, graphic designs and brand image with the design team.
- Participated in and evaluated internal company events such as the development and international launch of the company's socioeconomic and political affairs platforms.
- Participated in the development of a new social media application by analyzing international trends and provided new insights and ideas.

Embassy of India

Washington DC

Student Volunteer

July 2020 - August 2020

- Represented India in helping the Embassy and Consulates with serving and promoting Indian students and scholars at institutions in the United States of America.
- Developed a blog and web series to inform and engage incoming Indian students about the American educational experience.

UFO Moviez India Ltd.

Mumbai, India

Intern

June 2019 - July 2019

- Developed content, social media and digital marketing deliverables and conducted research on cinema-related subjects
- Prepared speeches for various keynote speakers and arranged various corporate events.

Visarjana Ashrama School

Indore, India

Teacher

June 2019 - June 2019

- Conducted life skills and English language classes for over 50 underprivileged kids in the school.

Skills- Corporate Affairs, Luxury, Project Management, Google Suite, Microsoft Suite, Copywriting, Writing, Project-Designing, Communications, Social Media, Content Creation, Word Press, Canva, Adobe Illustrator, Data Analytics, Media Analytics and Strategy, Asana, Volunteering

Languages- Hindi (Fluent), Urdu (Fluent), Spanish (proficient)