

Pawan Naidu

A versatile and creative writer fuses a background in journalism and academics with expertise in business writing to deliver quality, customized material spanning news, marketing, web content, curriculum, and career development. Provides sales support and highly-rated client service and excels in meeting deadlines in quick-turnaround settings.

Modesto, CA (209)404-5239 pawannaidu59@gmail.com

WORK EXPERIENCE

California Lifestyle Foundation — Communication Specialist

02/2020 to Present, Fairfield, CA

Assisted in the development of marketing campaigns that increase various consulting contracts including, market and baseline surveys, program closeouts and mid-term review. Supervised staff in various departments, acted as team lead for business acquisition. Coordinated the development of clients portfolio needs and plans of action for setup. Marketed business and program solutions to clients based on donors' guidelines during implementation.

Perfectly Plain — Managing Editor

03/2018 to 01/2020, Madison, WI

Oversaw all web design, graphic design, and marketing campaigns for product development company. Designed and managed e-commerce, websites, blogs, design logos, catalogs, packaging, and marketing collateral. Integrated social media applications on web sites and blogs.

Lussier Community Center — Program Coordinator

08/2017 to 08/2018, Madison, WI

Developed and maintained reporting procedures for tracking the effectiveness of various programs. Supervised and motivated staff by recognizing and rewarding individual achievements, maintaining a positive attitude, encouraging creativity and delegating tasks appropriately. Evaluated programs to determine necessary equipment and supplies and maintained inventory controls.

EDUCATION

University of Wisconsin-Madison — Master's in Mass Communications and Journalism

08/2017 to 12/2018

California State University, Stanislaus — Bachelor's of Arts in Communication Studies

08/2013 to 05/2017