

# Varidhi D'cruz

## PR & Comms. Professional

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A motivated millennial with her finger on the pulse of social and digital media advancements, who thrives in rapidly growing, innovative organizations. A current graduate of USC Annenberg School for Communication and Journalism with a strong background in consulting. Passionate about the technology and entertainment industries, with expertise in persuasive writing, social media, community engagement and strategic communications. Skilled in executing PR campaigns, product launches and establishing strong relationships with key media contacts.

## Skills

Adobe Creative Suite | Canva | Hootsuite (Basic) | Brandwatch | Mention | Orange3 | WordPress | Social Media Analytics | Google Analytics | Google Suite | Pageviews Analysis | SEO (Basic) | Tableau (Basic) | MS Office | Press Releases & Features | Media Relations | Digital Branding & Marketing | Strategic Communications & PR | Multimedia Content Creation | Video Production & Editing | Event Management & Coordination

## Work Experience

**Analyst (Performance Improvement)** Ernst & Young (EY), India Feb 2019 - Mar 2021

- **Asian Development Bank (ADB)-Agriculture & Livelihood**
  - Worked on mainstreaming gender-transformative practices in agriculture across multiple value chains in **Bhutan and in over 10 states in India**
  - Established **client relations and key media & market contacts** with several government personnel, NGOs and inter-government entities
  - Developed **7 training modules and 4 business plans** to boost entrepreneurship, production capacity and funding for cottage and small industry clusters in Bhutan
  - Collaborated with **300 vendors** for creating a **B2B marketing pipeline** for the client
  - **Analysed and translated complex policy issues** into understandable and actionable messaging for different audiences & stakeholders
- **Bill & Melinda Gates Foundation (BMGF) & State Government**
  - Networked and built relationships with **40 stakeholders** and planned around **20 events**
  - Prepared more than **10 strategy reports and concept notes** on agri-extension systems and technologies for **27 districts** in India
  - Provided valuable insights and recommendations to government stakeholders through **policy analysis, program evaluation and performance management**

## Internships

**Intern- Ernst & Young (EY), India Govt. & Public Sector** Jun 2018 - Jan 2019

- **Collaborated with 250 vendors** for creating a **B2B marketing** pipeline for the client
- Led internal and external communications for 2 International projects (**ADB & UNDP**)
- Researched and analysed the 'Handicraft Sector of India' and wrote a **thought leadership report** on it
- Assisted the leadership in planning over **15 events and 50 field visits** while constantly coordinating with multiple stakeholders
- Took meeting minutes and conducted database management for a team of **20 members**

## Education

**MA in PR & Advertising** University of Southern California (GPA: 3.9/4) Aug 2022 - May 2024  
**BA in English** St. Xavier's College, Kolkata Apr 2015 - Apr 2018

## Leadership & Involvement

- Developed a social media & marketing kit for **Boxed Water**. Strategised a **B2B campaign launch** for the same (visit portfolio link)
- **Research Volunteer** at **USC Center for Public Relations**-Developing a "2023 State of Brand Purpose" report which examines the **impacts of ESG** on brands' communication strategies and business models
- **Interviewed** communication leaders of over **10 Fortune 500 companies** on 'Brand Purpose and Reputation'
- **First point of contact** for the EY cluster teams situated in 27 districts of India
- **Onboarded and trained 15** new employees/interns for multiple projects at EY