

# INSHA KHAN

Mobile: (562) 805 -7147 | Email: insha2009@gmail.com | Portfolio: inshakhan.com

## ABOUT ME

I am a goal-getter with a love for strategy and problem-solving. I bring my big-picture thinking and creativity to every opportunity. As a recent grad, I have a fresh perspective and eagerness to learn.

## EDUCATION

**University of Southern California - 2023**

M.A. Public Relations & Advertising

**California State University, Long Beach - 2021**

B.A. Communication Studies

Minors in Public Relations & Fashion Merchandising

## EXPERIENCE

May 2022 - August 2022

**Society 18** | Influencer Management Agency, Diverse Content Creators

**Research & Social Media Intern**

- Gathered key contacts for outreach using Apollo.io, researching and selecting brands that would best align with the content niches, values, and interests of our talent roster
- Created monthly newsletter on FloDesk to distribute updates & announcements to agency's stakeholders
- Submitted influencer campaign proposals on Activate & Aspire IQ platforms
- Created Instagram story content on Canva

February 2022 - May 2022

**Annenberg Inclusion Initiative** | Research, Inclusion in the Entertainment Industry

**Research Assistant**

- Contributed research on Muslim representation in the top 200 television shows from 2018-2019 for media report, "Erased or Extremists: The Stereotypical View of Muslims in Popular Episodic Series"
- Coded media content from streaming television for representation of API, Black, and Muslim characters
- Wrote qualitative analysis descriptions to further break down stereotypical portrayals

January 2021 - August 2021

**The Dua Journal** | Small Business, Gratitude Journal & Spiritual Empowerment

**Social Media Manager**

- Created Instagram graphics, captions, and stories, building brand identity through aesthetic and language
- Managed content calendar using Asana and Buffer, balancing content types and timings
- Grew community engagement and follower count, utilizing audience insights to develop content niches

August 2020 - December 2020

**CSULB Department of Communication Studies** | Academic Services, Student Engagement

**Social Media Intern**

- Created graphics and captions for LinkedIn using Canva, analyzing insights to inform best practices
- Increased awareness of campus resources and fostered a sense of community during first fully-online semester of COVID, collaborating with other social media interns on campus via Slack

September 2019 - May 2020

**The Hauth Center for Communication Skills** | CSULB Campus Resource, Public Speaking

**Public Speaking Consultant, Fellowship**

- Coached students one-on-one with constructive criticism and techniques to improve presentation skills
- Managed social media content on Instagram to increase campus-wide awareness of the center's resources

## SKILLS

**Strategy:** Integrated Planning Model, SWOT analysis, ESG, crisis communications, campaign timeline

**Public Relations:** press releases, feature stories, FAQ's, talking points, thought leadership, communication

**Digital Media:** Canva, Adobe (Illustrator, Premiere Pro, InDesign, Lightroom)

**Professional:** leadership, DE&I, collaboration, Google Workspace, Microsoft 365, Slack, Asana, Buffer