

Aniketh Koneru

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Education

University of Oklahoma: B.A. cum Laude, Public Relations Norman, OK
Northwestern University: M.S., Masters of Science in Communication (Sept. 2025 - Aug. 2026) Evanston, IL

Relevant Coursework & Competencies

National Student Advertising Competition- AT&T | PR Campaigns- Iowa Tribe of Oklahoma- Route 66 | PR Research | Crisis Communication | *Marketing Campaign Management* | *Multi-channel Marketing* | *Account-Based Marketing* (B2B/B2U)

Work Experience

Communications Director | North American Association of Indian Students (NAAIS) Jan. 2025 - Present

- Garnered chapters to nationally affiliate while developing communications strategies and manage brand across communication channels. Building and maintaining network of journalists, media outlets, influencers, universities, policymakers, think tanks, and community partners.

Account Lead | Lindsey+Asp (Advertising and PR Student Firm), Norman, OK Jan. 2024 - Present

- Worked with OU Admissions and Recruitment to create and publish engaging Instagram Reels, generating over 204,318 views, including viral Reel receiving 144K+ views and engagement from The Cherokee Nation, while also developing graphic ideas and enhancing social media interaction to boost brand presence.

Press & Media Intern | Office of Rep. Ajay Pittman, - Oklahoma City, OK Feb. 2025 - Present

- Collaborated with media team to create editorial and content calendar, analytical reports from social media, website monitoring, draft correspondence, conform communication to state office style guidelines, draft press releases, research national and local media partners, and maintain database of requests from media accounts.

Marketing/Public Relations Intern | Civitas Engineering Group Inc., Houston, TX May 2024 - May 2025

- Collaborated with project managers to submit RFPs to government municipalities, including HCTRA and the City of Sugar Land, assisted in logistics for a meeting with City of Pearland Mayor Kevin Cole, and redesigned the company website along with creating various marketing materials for the rebrand.

Student Researcher | The Debiasing & Lay Informatics Lab, Norman, OK Jan. 2024 - Aug. 2024

- Created a comprehensive database of Pulitzer Prize-winning articles for analysis of writing standards in media, and submitted a presentation on political influences and media perceptions related to election fraud for the AEJMC conference.
- AEJMC Submission- So, What is the Problem: Examining the 2020 Election Voter Fraud Claims Through the Situational Theory of Problem Solving

Engagement

PRSSA (Public Relations Student Society of America) May. 2024 - Present

- Global Vice President of BEDI

Coca-Cola Sponsorship Committee Sept. 2024 - May 2025

- Committee Member

Student Government Association (SGA) Aug. 2023 - May 2025

- Human Diversity Committee Chair, Communications District Representative & Associate, Vice Presidential Candidate

India Student Association Aug. 2023 - May 2025

- Vice President Internal, Publicity Chair

OU Dhamaka (Co-Ed Desi Fusion Dance Team) May 2024 - May 2025

- Co-Founder, Team Manager

President's Community Scholars Aug. 2022 - May 2023

- Creative media producer

Skills & Interests

Data Analysis/KPI tracking (Google Analytics), MRI Simmons, CRM systems, Hootsuite, Brandwatch Consumer Research, Penn State Crisis Communication, Kantar, WordPress, Excel, Adobe InDesign, Photoshop, SEO