TANYA REDDY

Media & Communications Graduate - BRAND • PR • MARKETING

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PROFESSIONAL PROFILE

Media & Communications postgraduate with a BA (Hons) in Advertising, PR & Branding, combining brand strategy, campaign development, audience research and creative communication. Experience across live events, product presentation and digital content, supported by a portfolio spanning luxury branding, PR, fashion activation and consumer research. Seeking graduate, intern and entry-level opportunities across brand, PR and marketing within the luxury, beauty and fashion industries.

EDUCATION

MA Media & Communications *2025 - 2026*
City St George's, University of London - London, UK

Evaluate audience engagement, digital/social media strategy, brand development, campaign planning and marketing strategy.

BA (Hons) Advertising, PR & Branding *2022 - 2025*
Middlesex University - Dubai, UAE

Graduated with a specialisation in strategic communication, brand management and campaign management.

International Baccalaureate (IB) Diploma Programme *2019 - 2021*
Indus International School - Bangalore, India

CERTIFICATIONS

Strategic Communications in Society: Power, Ethics and Practice *May - Jun 2026*
London School of Economics and Political Science (LSE) - 6-week certified course

BA (Hons) Advertising, PR & Branding
Middlesex University Dubai *Nov 2025*

Fashion Design for 16 - 18 Year Olds *Jun 2020*
Central Saint Martins, University of the Arts London - short course

PROFESSIONAL EXPERIENCE

Demo Executive (Internship *Oct 2024*
FVC MEA DMCC - GITEX Technology Week, Dubai, UAE

- Advanced technological goods were displayed to a wide international audience of industry specialists at the largest technology exhibition in the region.

- Improved technical communication and product presentation skills while supporting effective on-floor operations.

VOLUNTEER EXPERIENCE

Events & Social Media Volunteer, Gulf Foods (2024) - Applied social media and digital content in order to promote local food events.
Community Outreach & Health Awareness, Dubai Cares (2023) - Fostered health awareness and educated underserved communities.
Sustainability Volunteer, Expo 2020 Dubai (2020) - Apprised visitors regarding sustainable initiatives and eco-friendly practices.

SKILLS

Core: Social media marketing | Campaign Planning | Consumer research | Brand Management | Content creation

Software: Canva | Wix | PowerPoint | Keynote | Excel |

Languages: English | Telugu | Hindi | French (partial)

INTERESTS

Art & Fashion | Travel | Photography | Badminton

SELECTED WORK : HABIBLING DUBAI - Luxury Brand Strategy & PR | THE GETTING DRESSED ROOM - Fashion Activation Concept | AI vs HUMAN INFLUENCERS - MA Consumer Research

VIEW FULL PORTFOLIO AT https://www.tanyareddy.co/