

TANYA REDDY

Media & Communications Graduate - Luxury Industry

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PROFESSIONAL PROFILE

Postgraduate in media and communications, with experience in audience research, digital marketing, and campaign creation, specialised in brand design and marketing strategy. Internship and volunteer experience in event activation, technical product demonstration and digital content generation. Long term I aspire to develop my own brand in the beauty, fashion and fragrance industries and I intend to start my career in the luxury industry through graduate schemes, entry level work or internships.

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

Central Saint Martins, University of the Arts London - short course

Jun 2020

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 (2025) - 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

Featured Projects: view full portfolio at <https://www.tanyareddy.co/>