

Krishna Sikka (she/her/hers)

ksikka@usc.edu

(845) 416-2426

Education

University of Southern California, Los Angeles, CA

Aug. 2023 - May 2027

- Bachelor of Arts in 1) Journalism and 2) Cinema and Media Studies

Experience/Skills

Digital Innovational Intern at NBCUniversal Local

Sep. 2026 - Present

Editorial Content Producer, Intern at Apple Music

June 2026 - Aug. 2026

- Ideated innovative concepts surrounding how platform appears online and on socials
- Researched narratives and assisted with Essentials Anniversaries initiatives and "5 on Fridays" radio show with Vince Staples
- Used various AI tools to build agents to maximize the efficiency of our workflows

Digital News Intern at ABC7 Los Angeles

Jan. 2026 - June 2026

- Clipped daily news broadcasts in Dalet and selected thumbnails/prep articles in Site Editor
- Created social media badges and short vertical videos for various platforms

Publicity & Communications Intern at Sony Pictures Entertainment

Sep. 2025 - Dec. 2025

- Monitored and reported on press coverage and media releases for *Jeopardy* and *Wheel of Fortune*
- Assisted with the creation and distribution of photo/video assets
- Participated in streaming and distribution analyses

Social Media Contractor at Harbor Freight Tools for Schools

Sep. 2025 - Present

- Edit short- and long-form videos relating to skilled trades initiatives and teacher celebrations

Multimedia Journalist at USC Annenberg Media

Jan. 2025 - Dec. 2025

- Assisted producers with curating scripts and video footage for news stories under daily deadlines
- Conducted interviews with specialists to, wrote articles and scripts for anchors, and recorded/edited audio and video for the news show and website using *Premiere Pro* and *Audition*

Marketing Associate - Social Media Strategy at TwoTwenty

Jan. 2025 - June 2025

- Analyzed marketing tactics to manage social medias
- Brainstormed and produced video content to emphasize seltzer product and brand mission
- Communicated with potential collaborators and influencers for coverage

Student Communications Assistant at USC Pullias Center

May 2024 - Present

- Manage and designing posts for the social medias regarding the center's work used *Adobe*
- Utilize *WordPress* to update the website with publications and case studies from researchers regarding education and diversity

Outreach & Engagement Intern at Brave New Films

June 2024 - Nov. 2024

- Conducted research surrounding but not limited to geographical areas organizations for the purpose of distributing the political and social justice films
- Spearheaded outreach to individuals working at various universities/organizations to partner with them to screen films on campus for protecting voting rights