

## Surya Nawiana

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### EDUCATION

Cornell University  
Bachelor of Science, Communication.  
Honors: Dean's List

Ithaca, NY  
May 2026

### WORK EXPERIENCE

Rational 360

Washington, D.C.

Public Relations Intern

January 2025 - August 2025

- Monitored media coverage, social content, and policy developments to produce daily news cycle reports for health clients, flagging 40+ high-impact developments directly to clients as they broke.
- Conducted in-depth research on health policy issues to build communications and media toolkits for Fortune 100 pharmaceutical companies and health coalitions, including authoring a proposed advocacy FAQ adopted and published on the client's coalition website.
- Supported client advocacy initiatives by drafting grassroots outreach emails that reached 55,000+ advocates across all 50 states, a 5% increase in open rates, while managing press lists, developing reporter pitches and writing social posts for platforms with 3,000+ followers.

Blue Perigon Digital

Washington, D.C.

Public Relations Intern

June 2025 - August 2025

- Researched Democratic candidates and campaign organizations at the state, gubernatorial, and local levels, then designed a multi-touch outreach email sequence for new and returning clients that generated three qualified leads.
- Supported the development of successful pitch decks for the NJ Assembly Majority Leader and a NYS Comptroller candidate, proposing digital content partnerships with local influencers and small businesses in their districts.
- Analyzed the role and effectiveness of emerging tech like AI in political advertising, experimented with AI tools for campaign research, and developed on-brand digital content posted to a high-profile tech executive's social channels.

### ACTIVITIES

Big Red Moon Club

Ithaca, NY

President

August 2024 - May 2026

- Revitalized and managed a digital LGBTQ+ brand, producing viral social content and campus-wide events that drew hundreds of in-person attendees and generated hundreds of thousands of digital impressions.
- Conceived and produced social media viral video and image content that grew monthly Instagram viewership from 30,000 to 1,000,000+ views on average.
- Secured earned media coverage in local and international outlets, including The Cornell Daily Sun, PinkNews, and Playboy Magazine, by pitching and working directly with micro-influencers and reporters to shape coverage.

Collective X Fashion Magazine

Ithaca, NY

Co-President

December 2025 - May 2026

- Directed visual branding and social content strategy for a fashion magazine centered on BIPOC communities, leading photography shoots, designing Instagram graphics, and creating marketing reels in Adobe Photoshop, Lightroom, After Effects, and CapCut that generated tens of thousands of digital impressions.
- Drove communications campaigns spotlighting fashion, culture, and political issues, helping grow the magazine's Instagram presence to 1,800+ followers.

Cornell International Affairs Society

Ithaca, NY

Vice President of Public Relations

August 2023 - May 2026

- Led digital communications and graphic design strategy for Cornell's Model UN organization, increasing Instagram followers by 40% and doubling new member recruitment.

### SKILLS AND INTERESTS

**Skills:** Experienced with Microsoft Office Suite, Adobe Photoshop, Adobe After Effects, Adobe Lightroom, Muck Rack, RocketReach, Talkwalker, Leadership Connect, Creative Hub, Figma, Canva, ChatGPT and Claude AI.

**Interests:** Stand-up Comedy, Fashion, Jewelry-making, Photography.