



ASSOCIATED STUDENTS OF THE  
UNIVERSITY OF WASHINGTON

## **BOARD OF DIRECTORS**

Session 125

Date *July 25th, 2025*

*Submitted by Owen Rivera, Personnel Director*

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### **BOARD BILL 2.133: An Act to Hire Pranaya Pakala as Office of Communications Assistant Director for the 2025-2026 Academic Year**

**WHEREAS:** Pranaya brings a strong foundation in communications strategy and digital storytelling through her leadership as Director of Communications for the Association of Information Management Students (AIMS), where she managed internal and external messaging, launched branded campaigns, and fostered student engagement—skills directly aligned with the outreach and marketing responsibilities of the ASUW Assistant Director of Communications; and,

**WHEREAS:** Pranaya has demonstrated a clear talent for cross-campus collaboration and community-building through her work with FIUTS and various student organizations, where she developed programming, co-led events, and built partnerships across student communities—experience that supports her ability to liaise with ASUW entities, Freshman and Transfer Interest Groups, and cultural and residential organizations; and,

**WHEREAS:** Through her experience as a Product Management Intern and AR Developer, Pranaya has experience with cross-functional coordination and project execution across marketing, creative, and operations teams, equipping her with the project management and communication skills needed to supervise internal workflows and streamline the Office of Communications operations; and,

**WHEREAS:** Pranaya approaches every project with creativity, clarity, and a collaborative mindset, making her exceptionally well-suited to advance ASUW’s visibility, enhance outreach efforts, support inclusive recruitment, and ensure operational excellence across the Office of Communications.

### **THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS**

THAT: Pranaya Pakala be hired as an Office of Communications Assistant Director for the 2025-2026 Academic Year; and,

THAT: A copy of this bill be forwarded to Pranaya Pakala, Assistant Director, and Christina Coop, SAO Advisor.

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**End**