

EDUCATION

Bachelor of Arts, Communication Studies

University of San Diego

- Minor in Marketing
- Lambda Pi Eta, Communication Studies Honor Society

Expected May 2020
San Diego, CA
Overall GPA: 3.5

1

International Study

- CEA, Barcelona, Spain
- Macquarie University, Sydney, Australia

Winter 2018
Summer 2018

2

PUBLIC RELATIONS & MARKETING EXPERIENCE

3

Public Relations of San Diego

Public Relations Intern

- Craft pitches for both local and national outlets utilizing GroupHigh to reach target market
- Create and update editorial calendars and monthly reports for internal review
- Take on front-of-house responsibilities to streamline Vocus software for department
- Compose social media content on Instagram, Twitter, and Snapchat for various clients

San Diego, CA
Jan. 2020 - Present

i.d.e.a.

Reputation Intern

- Composed and published 15 media releases targeting GenZ population
- Mediated between media representatives and clients to ensure clarity and satisfaction
- Organized and implemented social media campaign for three local businesses
- Clipped client placements into public relations debriefs for internal use

San Diego, CA
Sept. 2019 - Dec. 2019

Allied Integrated Marketing Communications

Film Marketing Intern

- Managed and filled six film screenings highlighting new international films
- Wrote reports directly to studio after screenings outlining attendance numbers and feedback
- Acted as a liaison between the studio and the press following company protocols
- Coordinated eight events for upcoming films booking venues and creating marketing materials

San Diego, CA
June 2019 - Sept. 2019

PopcornX

Integrated Marketing Communications Intern

- Drafted client public relations debriefs; updated public relations and media databases
- Engaged with the media directly and coordinated firm launch parties
- Managed clients' social media pages, increasing engagement by 15%

Sydney, Australia
Summer 2018

ATHLETICS & LEADERSHIP

Division I Student-Athlete

University of San Diego Varsity Tennis Team

- Utilized teamwork and time management to devote 20+ hours a week to training, practice, competition and travel while maintaining a full academic course load
- Served as a liaison between students and administrators, working to improve communication and understanding by participating in the Student-Athlete Advisory Committee

San Diego, CA
Fall 2016 - Spring 2018

COMPUTER SKILLS

4

Proficient in Microsoft Office, Final Cut, Vocus, and GroupHigh
Experienced with social media: Facebook, Twitter, Tumblr, Hootsuite and Sysomos

1

Include your GPA if it is 3.0 or above.

3

Create headers that help to showcase your related experience to your industry of interest.

2

Highlight your study abroad in the Education section.

4

Review the job description to identify skills that are relevant to the position you are seeking.