

Relevant Skills

- The ability to manage multiple tasks, prioritize effectively, and meet deadlines in a fast-paced environment.
- Strong written and verbal communication skills to interact with talent, executives, and media professionals (specifically AP Style).
- Detail-oriented, such as creating itineraries, updating contact lists, and managing event logistics.
- The ability to quickly adapt to changing priorities and work flexibly and effectively in a dynamic team environment.
- Proficiency in Microsoft 365, Google Suite, Customer Service, Time Management, Adobe Programs, Thrives in fast-paced environment, Ability to multi-task

Education

University of Southern California, Annenberg School for Communication and Journalism, *May 2026*

- Master of Arts in Public Relations and Advertising

University of La Verne, *May 2022*

- Bachelor of Arts in Communications (Public Affairs and Information and Broadcast Journalism)

Work Experience

Central Talent Booking

Talent Researcher, March 2023-July 2023

- Actively manage and optimize social media channels to showcase our talent bookings and foster audience growth.
- Oversee and update comprehensive databases across various entertainment sectors (TV, Film, Music, Books) to empower bookers with the latest industry insights.
- Identify and present high-potential talent aligned with client needs, ensuring a competitive edge in the market for all our bookers.
- Multi-tasked and prioritized work/projects as needed regarding timeliness, importance, deadlines, etc.
- Ensure all confidential and sensitive information regarding clients, talent, etc. is properly secured.
- Offer timely and efficient research, list generation, and information retrieval to support the booking team's success.

Internship Experience

Chavez PR

Intern, February 2022- February 2023

- Develop press releases, media advisories, and reports to elevate clients' brand reputations like Northgate.
- Conduct targeted research to discover key media outlets that reach the Latinx audience and secure valuable press coverage/influencer content.
- Research launches, announcements, and trends for clients (i.e., food/beverage for Viva La Salud client).
- Design graphics and social media posts to increase engagement.
- Develop a deep understanding of the cultural nuances and preferences of the Latinx community to inform effective social media strategies and event planning.
- Used bilingual Spanish language skills to translate and understand visual and written media.

Mayhem Entertainment PR

Winter Intern, December 2021- March 2022

- Develop press releases, media advisories, and lookbooks to elevate the profiles of clients like Layla Crawford.
- Work alongside junior publicists to brainstorm and collaborate creative ideas, assist with media outreach, and provide support in executing PR campaigns.
- Design graphics and create captivating social media content to increase audience engagement and brand awareness.
- Conduct in-depth research to identify key media outlets and journalists and coordinate impactful media interviews and press opportunities.

Volunteer Experience

Illuminating Abilities Outreach

IAO Volunteer, 2021-2024

- Assist in developing communication strategies tailored to the organization's mission and audience, including families, donors, and the community at large.

- Help create compelling content such as newsletters, blog posts, social media updates, etc promoting brand voice and positioning.
- Assist in planning, promoting, and executing events, such as awareness campaigns or community engagement activities.
- Combined energetic and proactive skills to help recruit, onboard, and manage volunteers.
- Gather and share stories, testimonials, and experiences from children, families, and volunteers to showcase the organization's work's impact.

Affiliations

U.S. Army Reserves (April 2018-April 2025)

- Awards: Battalion Coin

Phi Sigma Sigma Fraternity

- *Vice President (2021), Tribune (2020)*