

## EDUCATION

**University of Oregon – School of Journalism and Communication** Spring 2019  
Bachelor of Science in SOJC majoring in public relations and a minor in business administration.

- Coursework includes Communication Studies, Gateway to Media, Strategic Writing and Media Relations, Principles of Marketing and Management, Principles of Accounting and Finance

## PROFESSIONAL EXPERIENCE

**PMBC Group, Beverly Hills, CA** June 2018-Current  
*Tech Public Relations Intern*

- Brainstormed, drafted and sent pitches to media that have gained positive interest from outlets such as Bitcoin Warrior, Coin Report and Block Tribune.
- Tracked and scanned client media coverage and updated clip books, grids, and PMBC Group website daily.
- Participated in client conference calls to better understand a client's company, trending news, and how they'd like to be leveraged.
- Built out client media lists based on new story angles and announcements to its targeted media outlets.

**EFG PR, Los Angeles, CA** July 2017-September 2017  
*Public Relations Intern*

- Utilized CISION for many daily tasks including clippings, socials, and influencer research.
- Assisted the entertainment department with creating face sheets as well as worked at various events such as TINGS London Magazine Launch Party, iluvsarahii Colour Pop Party, and restaurant openings.
- Wrote pitches for clothing brand clients to gain interest from influencers to expose their brand further and managed celebrity gifting.
- Searched daily news outlets for pressing events, wrote summaries and sent a mass email to the EFG team every morning.

**The Social Life, Los Angeles, CA** February 2017-December 2017  
*University of Oregon Campus Representative*

- Developed relationships with clients to bring TSL custom orders from Greek organizations on campus using social media platforms.
- Utilized Trello to organize accounts and connect with sales manager on the status of communication and pending orders with chapters.
- Prepared weekly updates that exhibited progress, goals, and successes with regards to orders and client communication.

**Veronica M Clothing Manufacturer, Los Angeles, CA** Summer 2016  
*Sales Intern*

- Collaborated with production manager with invoice processing, managing shipping schedules to meet deadlines, and daily communication with buyers, showroom reps, and textile vendors.
- Utilized BrandBoom to update current products to communicate style numbers, prints, and product names.
- Traveled to the WWD Magic Trade Show to show and sell line to buyers. Assisted with operations and calculating sales.

## LEADERSHIP AND COMMUNITY ENGAGEMENT

**UO Public Relations Student Society of America, Eugene, OR** Fall 2017- Present  
*Events Committee*

**Alpha Phi, Tau Chapter, Eugene, OR** December 2015 – Present