

ANITA JOBS

Long Beach, CA 90840
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OBJECTIVE

To obtain a full-time position as a Public Relations Specialist where strong communication and organizational skills can be utilized.

EDUCATION

California State University, Long Beach (CSULB)

Bachelor of Arts in Public Relations, GPA: 3.4

Expected Graduation: December 2023

President's Honor List (Fall 2018, Fall 2019 - Spring 2021)

Relevant Courses:

- Media Design
- Strategic Communication
- Digital Tools for Public Relations
- Public Relations Management
- Social Media Communication
- Multimedia Storytelling

PUBLIC RELATIONS EXPERIENCE

CSULB 22 West Media, Long Beach CA

January 2022 – Present

Public Relations Intern

- Identify and understand the interests of client groups and audiences to effectively tailor publicity information to them while developing and implementing a communication plan
- Operate the film library and produce new video products while managing their distribution
- Establish and maintain effective working relationships with clients and media representatives to develop new business opportunities
- Pitch creative ideas for the radio show and performed copy editing for magazine edition and radio segments

Anaheim Ducks Organization, Anaheim, CA

June 2022 – August 2022

Summer Communication Intern, Public Relations

- Developed public relations strategy by researching and understanding the promotional policies, objectives, and needs of the organization
- Collaborated with Publicist, Director of Media and Communications, and Commentators during game night public relations
- Handled press-box communication for media, scouts, journalists, players, and general manager
- Effectively communicated and coordinated with production and support personnel to create and deliver promotional materials
- Recorded post-game interviews with coaches and players to transcribe and publish content on the official Anaheim Ducks website

CAMPUS INVOLVEMENT

Public Relations Student Society of America, Member

January 2020 – Present

Public Relations Council, Member

August 2019 – May 2020

SKILLS

Computer: Well versed in Microsoft Word and PowerPoint; moderate in Excel

Language: Fluent in Spanish