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Aspiring Publicity & Communications Professional

Detail-oriented and media-savvy communicator with experience in publicity support, press content, brand storytelling, and entertainment-focused digital campaigns.

EDUCATION

Hunter College, CUNY | New York, NY

Bachelor of Arts (BA) Major: Media Studies | December 2026

Relevant Coursework: Strategic Communication & Marketing, Public Relations Theory & Practice, Media Industry Studies, Information Research, Media and Law in the Digital Age

WORK EXPERIENCE

Winick Productions LLC – Production & Event Logistics Assistant

New York, NY | May 2026 – Present

- Supported high-profile entertainment events through production logistics, guest management, and coordination.
- Coordinated cross-functional communication to ensure seamless client-facing experiences under tight deadlines.
- Assisted with event operations, scheduling, and real-time problem solving in fast-paced production environments.
- Maintained organized workflows while supporting production teams across multiple simultaneous priorities.

Leap by FC – Marketing Communications & Research Intern

New York, NY | July 2025 – August 2025

- Conducted media research, competitor analysis, and trend monitoring to support comms strategy and brand positioning.
- Assisted with campaign materials, presentation decks, and messaging used in stakeholder and client communications.
- Researched influencers, media opportunities, and audience insights to strengthen outreach strategies.
- Supported scheduling, project coordination, and internal communications while contributing to brand narratives.

CUNY Launch – Digital Communications & Reporting Intern

New York, NY | July 2024 – Sept 2024

- Executed cross-platform communications strategy across Instagram, TikTok, Facebook, and YouTube
- Produced written and visual content that strengthened storytelling, audience engagement, and brand visibility.
- Tracked analytics and campaign performance to optimize messaging and digital communications.
- Supported website updates while collaborating on communications initiatives across departments.

Jejune Magazine – Editorial Communications & Talent Relations Intern

New York, NY | September 2020 – September 2022

- Wrote and published editorial features covering fashion, entertainment, culture, and emerging creative talent.
- Conducted interviews with artists and creatives while coordinating outreach, scheduling, and communications.
- Collaborated with editors, photographers, and external talent to support editorial campaigns and content production.
- Promoted published content across digital platforms to increase audience engagement and media visibility.

Bureau Betak – Corporate Event Production & Logistics Assistant (RODARTE NYFW SS22)

New York, NY | August 2021

- Supported logistics for a high-profile New York Fashion Week production involving media, creative, and production teams.
- Coordinated backstage operations while maintaining organized communication between vendors and event staff.
- Assisted with time-sensitive production tasks in a fast-paced, high-pressure environment.
- Contributed to a polished media-facing event experience through strong organization and attention to detail.

ACTIVITIES

CUNY Inclusive Economy Initiative – Media Cohort, Member | September 2025 – Dec 2026

- A selective career readiness program; completing milestones to earn the Rising Media Talent Badge

Additional Leadership & Training: HS Student Body President, HS Wrestling Captain | Certified ANA Marketing Professional Program, Association of National Advertisers | Account Management and Business Relationship Management, LinkedIn Learning | How to Write a Press Release, LinkedIn Learning | Fashion Business Essentials Certificate, Fashion Institute of Technology

SKILLS

Public Relations, Publicity Support, Media Research, Media Monitoring, Press Tracking, Campaign Support, Client Communications, Professional Writing, Brand Storytelling, Trend Analysis, Entertainment & Pop Culture, Event Coordination, Interview Scheduling, Calendar Management, Project Coordination, Administrative Support, Document Organization, Microsoft Office, Excel, PowerPoint, Canva, Muck Rack