

MAIA PENZER

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EDUCATION

BOSTON UNIVERSITY, Boston, MA

Bachelor of Science in Journalism | Minor in Public Relations | College of Communication

Expected May 2026

- BU The Daily Free Press, Lifestyle Associate Editor, Senior Writer
- BU On Broadway, Secretary and Actress
- BU Omega Phi Alpha, Alpha Mu Chapter

HALF HOLLOW HILLS EAST, Long Island, NY

High School Diploma, May 2022

WORK EXPERIENCE

Boston University Strategic Alumni Engagement Department

January 2024-Present

Digital Marketing Intern - Boston MA

- Research, write and publish compelling blog content for *Alumni & Friends*, *Terrier Dispatch* and other Boston University platforms
- Copyedit and format articles and profiles in WordPress, ensuring brand consistency, readability and SEO optimization
- Execute targeted email marketing campaigns in *Anthology & Encompass*, optimizing open and click-through rates
- Design high-impact visual content, including YouTube thumbnails and branded graphics in Canva Pro, to enhance digital engagement and audience retention

Revlon, Inc. (Elizabeth Arden)

October 2024- December 2024

PR & Influencer Relations Intern - London, UK

- Assisted in the execution of PR and influencer initiatives, managing gifting strategies, supplier relations and seasonal product send-outs (Royal gifting, Hanukkah/Christmas campaigns, charity sales with Switchboard, The Prince's Trust and Look Good Feel Better)
- Analyzed coverage/ EMV performance & created UTM tracking links for promotional content contributing to data-driven PR strategies
- Wrote press releases, crafting compelling product narratives for media coverage (e.g., Mother's Day gift sets, EA Eyeshadow Quads)
- Supported luxury event execution at *The Twenty Two Hotel* in London for Levanah McNally's (PR Manager) Elizabeth Arden holiday event, managing room drops, event logistics and influencer engagement
- Interacted with top UK influencers, including [@freddy](#), [@samieelishi](#) and [@amynevfashiondiaries](#)

The Conversationalist

May 2024-August 2024

Social Media & Engagement Intern - New York City, NY

- Enhanced brand presence on Instagram (21K followers), executing content strategies to boost engagement and audience growth
- Led community engagement efforts on Instagram and TikTok, fostering interactive discussions and amplifying audience participation
- Conducted weekly analytics reports, tracking social performance metrics and identifying trends to refine content strategy
- Supported in-person events and content creation, ensuring seamless execution of shoots and community-driven activations

Farrell Fritz, P.C.

May 2024-August 2024

Marketing Intern - Long Island, NY

- Developed and scheduled social media content for LinkedIn and Facebook via Hootsuite, increasing brand reach and visibility
- Designed and copyedited summer newsletter and marketing materials in Canva Pro, maintaining consistent branding and messaging
- Assisted in event coordination and execution, providing on-site support at the Marcum Workplace Challenge, an event that raises money for local charities

The Office of Research at Boston University

Sept 2023-Dec 2023

Communications Intern - Boston, MA

- Edited and produced research-focused video content using Adobe Premiere Pro, transforming Zoom seminar recordings into polished, digestible clips for BU's YouTube channel
- Managed homepage content for the [BU Research website](#) via WordPress, strategically featuring BU Brink articles on emerging research and faculty innovations
- Designed social media graphics using Canva Pro and Adobe Photoshop, crafting visuals to promote research content on X and Instagram

Theatrely

May 2023-August 2023

Editorial Intern - New York City, NY

- Wrote and published [daily news articles and features](#) on website, ensuring alignment with Theatrely's editorial tone and voice
- Attended press events, red carpets and industry gatherings to gather insights and produce timely coverage
- Managed live Instagram coverage on [@theatrely](#) (17K followers) for the 76th Annual Tony Awards, delivering real-time updates and interactive content

SPECIAL PROJECTS

In-Progress: Investigative News Story on Sustainable Beauty

Spring 2025

Boston University COM JO 210

- Currently reporting on sustainability in the beauty industry for Reporting in Depth (JO 210)
- Investigating issues like excessive packaging waste, harmful chemicals and the ethical dilemmas consumers face when choosing beauty brands
- Exploring the role of media in shaping beauty trends and consumer behavior, as well as how brands are responding to growing sustainability demands

Documentary Production – Visual Storytelling Final Project

Fall 2023

Boston University COM JO 205

- Created a short documentary as the final project for JO 205; Interviewed a fellow BU student, exploring how their diverse interests shaped their identity and how they navigated different social circles
- Developed technical skills in filming, producing and editing using Adobe Premiere Pro and Lightroom
- [\[Watch my final project here\]](#)

Published Research Paper

November 2021

The Journal of Student Research

- Authored "[Combating the Consequences of COVID-19 Misinformation: Comparative Analysis Among Adolescents.](#)"
- Examined the impact of COVID-19 misinformation on the believability, level of concern and mood of high school and middle school students in four Long Island school districts
- This research ignited my passion for journalism, inspiring me to pursue it in college

SKILLS & INTERESTS

SKILLS: Adobe Suite (Illustrator, Photoshop, Lightroom, Premiere Pro), Zoom, Canva, social media management (Instagram, TikTok, Facebook), refined vocal technique, AP Style Guide, attention to detail, Hootsuite, iModules, Mailchimp, WordPress, Trello, Mailchimp

INTERESTS: Musical theater, cosmetics, makeup, skincare, creative writing, singing