

Alyssa Peccatiello

Contact

Multimedia Journalism Student

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Los Angeles, CA | San Diego, CA

I'm a multimedia storyteller passionate about bridging communications and creativity across media & public relations, journalism, and brand marketing to boost audience engagement!

Education

University of Southern California – Annenberg School of Communication and Journalism

Journalism Major, Narrative Structure Minor, Class of 2027 4.0 GPA

Global Seal of Biliteracy in French

Recipient of the Glen and Alberta Ingles Scholarship for excellence in investigative reporting

Multimedia Journalist, USC Annenberg Media

Co-Director and Head of Communications, Xpressions Dance Company

- Facilitating internal & external communications for a team of 33 people, planning social media takeovers and promotional content
- Leading weekly rehearsals and teaching choreography
- Organizing and planning semesterly showcases attended by 500 people

Relevant Courses Completed

Reporting & Writing Foundations | Visual Journalism | Investigative & Data Journalism | Engaging Diverse Communities | Law of Mass Communication | Introduction to Advertising | Creative Writing

Experience

October 2025 – Present Los Angeles, CA

Film & Television Inclusivity Undergraduate Researcher – Annenberg Inclusion Initiative

- Analyzing top-grossing films and TV series and inputting data on 20+ demographic variables per character
- Data entry in Google Sheets using a strong attention to detail
- Contributing to yearly reports used by major production and streaming companies to highlight the need for improved representation on screen

September 2025 – Present Los Angeles, CA

K-5th Literacy Success Advisor – USC Joint Educational Project – ReadersPlus

- Tutoring two K-5th students twice weekly on core standards in reading and writing
- Crafting two personalized lesson plans each week and tracking student progress in achieving their academic goals
- Coordinating directly with teachers, traveling to their elementary school, and providing one-on-one support for students

August 2024 – May 2025 Los Angeles, CA

Multimedia Journalist – USC Annenberg Media

- Contributed to 20+ multimedia stories across social media, digital, TV broadcasts, and radio news to increase student engagement with daily news
- Pitched stories, conducted research & interviews, contacted sources, shot b-roll footage, edited video with Adobe Premiere Pro, voiced stories for radio
- Covered protests, politics, on-campus events, and breaking news in Los Angeles

August 2021 – August 2024 San Diego, CA

Sales Associate – Dressed 2 Dance

- Managed hundreds of items in inventory, scheduled appointments and managed the phone in a fast-paced retail storefront
- Created personalized customer experiences based on client needs and boosted small business brand loyalty

July 2023 – December 2023 Remote

Writing Intern – What In The World

- Wrote 5+ articles summarizing global issues into digestible formats for a teenaged audience, increased engagement with news via digital site and social media infographics
- Researched and covered international affairs, U.S. politics, and pop culture; utilized audience voices to promote engagement with articles

Skills

Writing & Communications Skills News writing | Digital storytelling | Copy editing | Email campaigns | Interviewing | Cold calling | Customer service | Collaboration | Leadership

Technical Skills Social media content creation | Video editing (Adobe Premiere Pro) | Audience engagement techniques | Research | Data entry | Google Sheets | Mail Chimp | Canva