

Communicator & Creative Storyteller – Making My Mark In The Communications Field!

Passionate about bringing stories to life and engaging audiences. Experience developing impactful multimedia content that enhances brand reputation and awareness. Leverage media research and analysis to better inform strategic communications, ensuring that every message resonates with its intended audience. Detail-oriented self-starter who thrives in collaborative environments, building strong cross-functional partnerships to amplify narratives and drive campaign success.

Strategic Communications | Media Relations | Digital Marketing | Multimedia Content Creation | Video Editing & Production
Product Marketing | Social Media & Campaign Management | AP, Editorial, Newsletter Style Writing | Google Analytics

COMMUNICATIONS EXPERIENCE & INTERNSHIPS

EUROPA VILLAGE WINERIES & RESORT – Temecula, CA

9/2024 – PRESENT

Marketing Coordinator

Lead project coordination across marketing department and produce multimedia content to support social and digital promotions.

PROJECT
MANAGEMENT &
TASK TRACKING
CONTENT CREATION
& SOCIAL MEDIA
MARKETING DESIGN

- Produced **50+ Videos** generating 650,000 + impressions and supported **80+ posts** for [resort social media accounts](#) across Instagram, TikTok, and Facebook.
- Restructured internal marketing request submission process utilizing a **cloud-based platform** to successfully track **940+ tasks**. Manage requests and coordinate tasks for projects from submission to completion.
- Lead **project coordination** for all marketing campaigns across Wine, F&B, Hospitality, Events, and more
- Update and maintain property website, social media channels, and physical property collateral.
- Support media production through photography, videography, and design for social, digital, and print collateral.

DISNEYLAND RESORT – Anaheim, CA

6/2023 – 6/2024

Media Relations & External Communications Intern

Collaborated with the communications team to develop, execute, and measure external communication and media outreach strategies.

CONTENT CREATION
& SOCIAL MEDIA
MEDIA RELATIONS
& STORYTELLING
INFORMATION &
INSIGHTS

- Produced **13 Instagram Reels** generating 1.8 + million impressions and supported **25+ posts** for [resort social media accounts](#). Developed **6 monthly newsletters** for distribution to key partners and community leaders.
- Supported **5 media pitches**, generating positive resort coverage, and wrote **3 editorial stories** showcasing the dedication and passion of Disneyland Resort cast members.
- Contributed to **7 FAQs** on updated offerings, including quarterly [Disneyland Resort Fact Sheet](#), ensuring accurate information was accessible to guests and stakeholders. Assembled **10 sentiment reports**, covering traditional, fan-site, and social media coverage to monitor industry news.

QUALCOMM – San Diego, CA

Summers 2020 – 2022

Product Marketing Intern – Compute, Camera, Gaming & AI • Global Communications Intern

MULTIMEDIA
PRODUCTION
AGENCY
COLLABORATION
MARKET RESEARCH
CREATIVE
DEVELOPMENT

- Authored and produced [multimedia content](#) (blog and video) highlighting gaming and AI features of Snapdragon enabled compute products. Created [top-performing Instagram Reel](#) (13.3k+ views) for back-to-school campaign.
- Produced **internal videos** and corporate presentations to bolster Camera and XR campaigns.
- Served as liaison for outsourced agency on **digital ad production** for Snapdragon compute platforms.
- Led a team of seven in collecting and presenting data on Snapdragon Insiders and competing communities to define target audiences for **new brand initiatives**.
- Developed concepts for **first virtual conference** and immersive **mixed media activations**.

EDUCATION & TECHNOLOGY

BA in Journalism & Mass Communications, 2023 • Arizona State University

Certificate: Sales and Marketing Essentials

Public Relations Student Society of America • The State Press • Blaze Radio • New Media Innovation & Entrepreneurship Lab

Video Editing: Premiere Pro, Final Cut Pro, CapCut | Adobe Creative Suite | MS Office | Newsroom Sites: Agility, MuckRack, Meltwater