

## University of California, Los Angeles

Bachelor of Arts, Communications  
Global GPA: 3.8

September 2009 to June 2013

## Branded Talent Manager: Thoughtful Media Group

November 2013 to Present

- Acquired a wide range of YouTube talent (for our catalog and U.S., Philippines, and political network) that met highly specific client advertising needs; closed brand deals (both dedicated video and product placements) for our network creators
- Directly assisted YT Creators with issues ranging from copyright claims to channel optimization
- Drafted social media strategy which included contests, themed posts (i.e. Fri-Lights for Friday Highlights); Provided solutions on how to revamp the company YouTube channel
- Regularly posted industry news, tips, and creator promotions on Facebook and Twitter; created the Tumblr page
- Scheduled calls with managers, answered emails, organized channel information, and assisted with other logistical tasks

## Producer: "Guest" (UCLA Student Film)

October 2014 to January 2015

- **Preproduction:** Set up auditions and assisted with cold reads to find actors and extras, handled crafty and catering, maintained budget, collected signatures required for filming at the Church of the Angels, completed insurance paperwork, finalized filming locations, and helped raise over \$10,000 via an Indiegogo campaign
- **Production:** ensured that all on-set operations run smoothly by meeting the needs of each department; put actors and extras at ease, assisted with set decorating, and captured exclusive set photographs
- **Postproduction:** handled portion of reimbursements; created official film website

## Production Assistant: "Pop Trigger"- The Young Turks Network

April 2014 to Present

- Selected stories for the show rundown, curated content on the social media platform Trove, developed daily meme themes, regularly posted content to Facebook and Twitter, and archived video content on "The Young Turks" website
- Created, designed, and managed the official "Pop Trigger" blog; photographed and edited stills behind the scenes

## Sony Specialist: Marketstar

August 2013 to April 2014

- Assisted customers in all Sony related purchases including laptops, tablets, cameras, televisions (focused on 4K TVs) and sound bars
- Educated customers about technological concepts ranging from how the amount of RAM and the type of processor affects computer speed to the differences between solid state, hybrid, and hard disk drives.

## Sony Ambassador

July 2011 to July 2013

- Promoted the Sony brand to UCLA students via electronic product demonstrations, events, social media, networking opportunities, and contests
- Established rapport with roughly 20 student organizations in order to build a working relationship and partnership for large scale UCLA events such as Dance Marathon and Relay for Life
- Increased web traffic to UCLA education store by roughly 160 unique visitors for the month of December
- Voted Sony Mentor of the Month and Most Creative of the Month
- Created a blog, which now totals 175 posts, to document my ambassadorial experiences and further promote the brand

## Extracurriculars at UCLA

- Founding Mother/PR Director: Epsilon Alpha Sigma (EAS)
- Social Chair: United Arab Society
- Discussion and Workshop Leader: UCLA Education Program

## Languages:

Fluent in conversational Arabic; intermediate Spanish

## Social Media:

YouTube, Tumblr, Facebook, Instagram, Pinterest, Twitter, LinkedIn, Klout, HangWith, Trove

## Computer Skills:

Microsoft Office, FORK Production Client, Windows Movie Maker, Infusionsoft, Filemaker, Google (i.e. spreadsheets)

## Internships while at UCLA:

- California Teach (5<sup>th</sup> grade, 8<sup>th</sup> grade, high school)
- Marketing: Josie Maran Cosmetics
- Media Networks Department: EQAL
- Web: "The Young Turks" Current TV
- Production: Marching Penguin
- Social Media Director for "Hozon": Red Rabbit Pictures

## Projects/Events: (October 2013 to Present)

- Los Angeles Fashion Week Correspondent: Hang With
- Project Ethos Volunteer
- Second AD "Dusk"
- Set Photographer: "Vines"
- Movie Critic: Filmbook