

ARIANNA DELGADO

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818-917-7294

Los Angeles, CA

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA
Master of Arts in Public Relations & Advertising

August 2022 – May 2024

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
Bachelor of Arts in Journalism – Public Relations Emphasis

August 2020 – May 2022

EXPERIENCE

Warner Records
Publicity Intern

Los Angeles, CA
Sept. 2022 – Nov. 2022

- Draft pitches, blurbs and email blasts for various artists and shows to be used for media outreach
- Maintain press site and media lists with current and relevant contacts and press materials
- Research newly signed artists to be pitched to various outlets

Doug Weston's Troubadour
Marketing & Venue Operations Intern

West Hollywood, CA
Feb. 2022 – Aug. 2022

- Assisted the Director of Marketing & Promotions, Talent Buyer, and General Manager at music venue
- Created and scheduled engaging social media posts across Twitter and Facebook for show promotion
- Updated marketing, promotion, and giveaway documents with new event information daily

88.5 FM The SoCal Sound
Public Relations Intern

Northridge, CA
Aug. 2021 – Dec. 2021

- Developed and deepened relationships with media outlets targeting specific demographic
- Devised and implemented strategies to engage with audience and increase brand awareness Attended and assisted
- PR and marketing departments with high-volume special events and concerts

iD Group
Office Assistant

West Hollywood, CA
May 2019 – Apr. 2020

- Delivered exceptional customer service through direct and personable communication with visitors
- Received and routed incoming calls and correspondence to promote timely communication
- Coordinated scheduling and execution of weekly staff meetings

LEADERSHIP

Public Relations Student Society of America - CSUN Chapter
Vice President / Director of Member Services

Northridge, CA
Jan. 2021 – Dec. 2021

- Implemented recruitment plan, managed memberships, promoted scholarships and high school outreach

SKILLS

Languages: English (Native), Spanish (Limited Working Proficiency)

Technical Skills: Google Workspace, Microsoft Office, Research, Cision, Constant Contact, InDesign, Writing