

ABOUT ME

I have a passion for working with global public relations and advertising agencies to guide brands in social media campaigns, market differentiation and crisis management as needed. In my course work, I build extensive portfolios of creative content and public relations materials for a wide range of clients, products and initiatives.

PROFESSIONAL EXPERIENCE

Student Writer USC Viterbi Marketing and Communications, Los Angeles June 2025-Present

- Spearheading and writing news stories and magazine features for the USC School of Engineering website.
- Executing high-impact interviews with C-Suite executives and entrepreneurs to highlight USC alumni accomplishments.

Graduate Research Assistant USC Annenberg, Los Angeles August 2024-Present

- Leading media interviews, fellowship applications and research for 3 book proposals for Professor Ben Carrington.
- Managing Professor Carrington's Sports Media course, designing and updating his website and curating presentations for speeches.

Assistant Learning Specialist USC Athletics Academic Services, Los Angeles August-December 2024

- Executed one-on-one academic support for a caseload of six student-athletes, focusing on writing, reading, communication, organization and study skills.
- Coordinated cross-functional communication to provide detailed student progress updates while ensuring NCAA compliance; developed experience in NIL policies and football branding strategies.

Public Relations Intern Segerstrom Center for the Arts, Costa Mesa, CA September-December 2023

- Executed promotional campaigns across print, online advertising and email communications to support 3 Broadway and dance shows at the center.
- Oversaw community outreach at events, participated in departmental strategy meetings and conducted market research.

Public Relations Intern Limelight Communications, Dublin, Ireland June-July 2023

- Curated over 20 press releases, client proposals, news releases, blogs and copywriting projects.
- Led social media rebranding and content creation including photography, videography and graphic design for 5 clients.
- Oversaw event execution, initiated contact with news desks and conducted in-depth client research on a global scale.

Public Relations Assistant Chapman University Student Government, Orange, CA August 2022-May 2023

- Managed relationships with 5 student organizations to lead programming and event collaborations.
- Executed a 25% social media engagement increase using relevant graphic design and videography for current trends.

Social Media Marketing/ Public Relations Intern Drink Après, (remote) January-May 2022

- Led influencer seeding with over 100 PR package send-outs and over 30 influencer collaborations using Dovetale.
- Amplified community engagement with a large-scale Mother's Day social media campaign and outlined success via data-driven reports, cross-platform communication on Slack and customer feedback and interaction.

PERSONAL INTERESTS

I am fortunate to have visited 28 countries and over 80 cities so far. My travels and being trilingual in English, Farsi and Spanish fosters my deep appreciation of and adaptability to various cultures, environments and challenging situations.

EDUCATION

Master of Arts, Public Relations and Advertising University of Southern California May 2026

Bachelor of Arts, Communication Studies Chapman University December 2023