

Jorge Perez

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1320 W Jefferson Blvd, Apt 426, Los Angeles, CA 90007

Education

Pursuing a *Master of the Arts in Public Relations and Advertising*
University of Southern California, Los Angeles, CA

Present – December 2025

- Annenberg Graduate Fellowship Award recipient, AI Research and Public Relations certifications

Bachelor of Science in Telecommunications
University of Florida, Gainesville, FL

August 2020 - May 2024

- Customer Segmentation, Mobile Marketing Strategy, and Hootsuite platform certifications

Professional Experience

Graduate Intern
Golin, Los Angeles, CA

December 2024 - Present

- Monitor the status of earned media news and social campaigns whilst compiling relevant media coverage for clients.
- Ensure team members are kept updated on client developments
- Participate in client and account team interaction, assist in creating client meeting and call reports, activity reports, status documents, and results reports for agency team
- Analyze community insights, spot trends and make recommendations based on pertinent insights

Social Media Strategist
USC Center for Public Relations, Los Angeles, CA

August 2024 - Present

- Develop industry insights and strategies to fuel successful social media campaigns for clients, increasing likes on Instagram by 40% over a 90-day period [August 2024 – October 2024].
- Collaborate with influencers and celebrities to strengthen campaigns and generate engagement on social media.

Strategist
The Agency at UF, Gainesville, FL

March 2023 – May 2024

- Transformed quantitative data into qualitative insights for clients like Disney Advertising and L'Oréal for internal projects.
- Proposed actionable campaign strategies to clients using social listening tools and analytical software, developing campaigns that increased reach on Instagram by 34% and engagement by 26% in the last 90 days [December 2023 – January 2024]
- Led research on the advertising strategy for the Sony Pictures licensed film *American-ish*, leading to 3x extensions in theaters across the United States and an increase

Strategist Intern
Republica Havas, Miami, FL

June 2023 - August 2023

- Assisted the strategy team in delivering insight-driven brand strategies for clients in a fast-paced, deadline-driven environment, contributing to the creation of national television spots and advertisements.
- Conducted primary research and data analysis using analytic software to generate leverage-able insights.
- Presented consumer insights and brand strategy research to leadership and clients, leading to the creation of successful continuing content series on their social channels and increased engagement on Instagram by 30% in the last 90 days [June 2023 – August 2023].

Skills

- Professionally fluent in Spanish
- Skilled in MRI Simmons, Quid, Hootsuite, Adobe Photoshop & Premiere, Microsoft Office Suite, and Google Workspace software