

BRITNEY GARCIA

PUBLIC RELATIONS & ADVERTISING STUDENT

Los Angeles, CA | britneysgarci04@gmail.com · 616.450.7549 · [Portfolio](#)

Public Relations & Advertising graduate student with hands-on experience in go-to-market planning, campaign coordination, content creation, and cross-functional collaboration. Passionate about human connection, behavioral insight, and storytelling that helps users discover, understand, and love products. Highly organized, creative, and fluent in social and digital culture

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- EXPERIENCE** Central Coordinator Joint Educational Project, USC | Aug 2024 – May 2025
- Supported go-to-market-style launches for program initiatives by coordinating timelines, deliverables, and internal communications
 - Created and managed marketing materials, including monthly Instagram content and semester newsletters
 - Tracked progress across multiple projects by managing 20+ files and maintaining organized documentation
 - Maintained databases and payroll tracking for 55 student employees
- Site Coordinator Joint Educational Project, USC | Jan 2024 – May 2024
- Partnered with administrators to align programming strategy with California Core Standards
 - Developed and managed 7 program schedules
 - Built relationships with students, tutors, and staff to improve programming outcomes
- Assistant Site Coordinator Joint Educational Project, USC | Aug 2023 – Jan 2024
- Assisted with curriculum delivery and student progress evaluation.
 - Summarized key takeaways to inform future programming decisions
- Reading Comprehension Tutor Joint Educational Project, USC | Sept 2022 – Aug 2023
- Delivered personalized tutoring sessions and created tailored lesson plans

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- EDUCATION** *University of Southern California – Los Angeles, CA*
- B.A., Non-Governmental Organizations and Social Change, Minor: Law & Migration Studies (Exp. May 2026)
- M.A., Public Relations & Advertising (Exp. May 2027)

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- ABOUT ME** My work is rooted in building things that bring people together. Through community programming and brand strategy projects, I've learned how timing, storytelling, and structure can transform concepts into engagement, and that is the lens I bring to every project I undertake.

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- LEADERSHIP** Resident Assistant USC Housing | Aug 2024 – Present
- Mentor and support 55 residents, enforcing housing policies and fostering community
 - Plan monthly community-building events to enhance engagement and well-being
 - Curate social media content to strengthen residential community connection
- Director of Programming USC First-Generation Student Assembly | Aug 2024 – Present
- Lead event planning and execution for first-generation student initiatives
 - Collaborate with 1,000+ student organizations and partners

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- ACCOLADES**
- Trustee Scholarship
 - USC Latino Alumni Association Scholarship
 - Dean's List (4 semesters)

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- SKILLS**
- Content Creation & Storytelling
 - Social Media Strategy & Trends
 - Microsoft 365 and Google Workspace
 - Fluent in Spanish