

# Marielle Caldwell

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## Education

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University of Southern California  
*Bachelor of Arts, Communication*

Los Angeles, CA  
Graduation date: May 2025

University of Southern California  
*Master of Arts in Public Relations and Advertising*

Los Angeles, CA  
Graduation date: May 2027

## Work Experience

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### Favorite Daughter

*Social Media Intern*

July 2025-Current

- Weekly content creation execution with a focus on video for Instagram and TikTok
- Creating monthly Press Books
- Assisting with influencer outreach and email campaigns
- Support at the *Nobody Wants This* Netflix event and other events
- Content ideation, development, and reporting to fuel the overall content strategy
- Putting together PR packages to be sent out to influencers/celebrities
- Creating Excel sheets to track packages and influencers for ShopMy
- Editing videos to be posted as ads on Instagram, TikTok, Pinterest, and YouTube

### Bonding Over Books

*Public Relations Intern*

June-July 2025

- Create and manage content for Instagram, TikTok, and other digital platforms.
- Assist with influencer partnerships, email campaigns, and digital outreach.
- Support retail and PR marketing initiatives.
- Collaborate on marketing and growth strategy

### USC Black Alumni Association

*Social Media Coordinator*

August 2023-May 2025

- Creating Instagram graphics using Canva
- Creating Instagram reels promoting upcoming events
- Managing the analytics for all social media platforms
- Producing content for on-campus events

### The A List

*Social Media Intern*

May-August 2024

- Producing pictures and videos for Instagram feeds, stories, and reels
- Created content calendars for Instagram
- Filmed at events and edited the footage to promote on all socials
- Creating content for Ilia Beauty, J. Crew, Olaplex, Giorgio Armani, etc.

### Black Beauty Effect TV series

*Social Media Manager for Premiere*

November 2022-January 2023

- Producing pictures and videos for Instagram stories
- Filming behind-the-scenes footage with the director
- Creating Instagram reels/TikTok that engaged the audience

### Flaire

*Marketing Intern*

May-June 2025

- Assisted in the development of marketing campaigns across digital platforms
- Built weekly reports in Excel/Google Sheets
- Scheduled and managed social media posts

## Skills & abilities

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- Technical: Editing on Canva, CapCut, Final Cut Pro, Airtable, Google Suite, Microsoft Office
- Social Media: Trends, Marketing, Consumer Engagement, Analytics, Audience Activation, Instagram, TikTok, and YouTube
- Leadership: Management, Problem-solving, and Communication