

Annie Cleaver

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EXPERIENCE

NBCUniversal West Coast Page Program (Universal City, CA)

May 2024 – Present

Rotation 1: Universal Studio Group Communications, Marketing, Series Publicity, & Awards

- Compiled daily news clips of over 75 USG titles in a newsletter sent to over 700 NBCUniversal employees
- Assisted in organizing press opportunities for talent; including booking cars, capturing behind the scenes content, coordinating with broadcast producers, creating travel itineraries, and prepping green rooms for talent appearances
- Tracked editorial pieces for award campaigns which earned 55 Emmy Award nominations for USG in the 2024 season for shows like *Hacks*, *The Gilded Age*, *Weakest Link*, *Mr. Monk's Last Case: A Monk Movie* and more
- Executed tasks to maintain organization in the office; including stocking the office kitchen, timely errands for executives, shipping packages, updating talent relations grids, managing calendars, creating media pitch lists, completing competitive research projects and securing drive-on passes for guests

StreetCred Financial Public Relations (Remote)

June 2023 – August 2023

Public Relations Intern

- Drafted client pitches for investment and private equity firms resulting in media placements in publications such as Barron's and WealthManagement
- Updated media lists and PR campaign calendars to bridge the communication gap between agency and client and make all client data and media placements more accessible

The Annenberg Agency for Girls Inc. Los Angeles (Los Angeles, CA)

January 2023 – May 2023

Public Relations Specialist

- Helped lead a group of fellow USC students in drafting a digital campaign for Girls Inc. Los Angeles, a non-profit focused on helping low-income elementary and middle school girls
- Designed social media graphics with volunteer information that led to 3x their average engagement on Instagram

Zeno Group (Los Angeles, CA)

June 2023 – August 2023

Global Marketing Intern

- Campaigned for agency awards which resulted in the company being recognized as one of PRWeek's 2023 "Outstanding Large Agencies" and winning the "Most Creative Use of Technology" at the 7th Annual Shorty Impact Awards
- Designed an awards submission portal to bridge the communication gap between the account and marketing teams
- Maintained the Zeno Group website's insight blog to inform readers of the latest PR and media trends

Global LA in partnership with the Los Angeles Mayor's Office (Los Angeles, CA)

February 2022 – June 2022

Copywriting & Communications Intern

- Created a multi-faceted marketing and content plan to design a website aimed at attracting international businesses to the Los Angeles Metropolitan area (<https://global.la/>)
- Researched facts and statistics that highlighted the business benefits of Los Angeles

BOLD Communications & Marketing (Los Angeles, CA)

September 2021 – December 2021

Social Media Marketing Intern

- Identified a range of influencers (from micro to macro) for clients to partner with to generate authentic brand interactions and increased social engagement
- Analyzed social media insights to consolidate data in decks for clients to monitor the success of influencer performance

EDUCATION

The University of Southern California (Los Angeles, CA)

August 2020 – May 2024

Bachelor of Arts (B.A) Communication, Public Relations minor, Cinematic Arts minor

- GPA: 3.92/4, 8x Dean's List, USC PRSSA, Annenberg Women's Leadership Society, Phi Beta Kappa and Alpha Lambda Delta Honors Fraternities, SPEC Magazine, Alpha Delta Pi, The Women's Network, The School of The New York Times

SKILLS

Adobe Photoshop, Lightroom, InDesign, & Illustrator, Microsoft Suite, Google Suite, Photography, Videography, Luminar Photo Editor, iMovie, Canva, AirTable, social media content creation and copywriting, event planning, MuckRack, Cision, Pix, Klear, Campaigne