

Jayleen De La Cruz

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Professional Summary

Bilingual (English/Spanish) marketing and communications professional with experience supporting creative campaigns, digital storytelling within media, nonprofit, and academic newsroom environments. Skilled in coordinating creative assets, managing deadlines, and supporting multicultural outreach initiatives. Currently pursuing a Master's in Public Relations & Advertising at USC Annenberg.

Experiences

- **Operations Manager, USC Annenberg Media Center, University of Southern California**
August 2025 – Present
 - Coordinate newsroom operations and creative logistics supporting 100+ student journalists and faculty stakeholders.
 - Manage credentialing workflows, issuing 280 press passes within five months while maintaining tracking logs and documentation
 - Oversee operational spreadsheets and shared drives to ensure real-time updates on events, deadlines, and media initiatives.
 - Support cross-department communication to align on promotional timelines and event execution.
 - **Public Relations Assistant, Family Promise of San Gabriel Valley**
February 2025 – August 2025
 - Produced video content and five feature stories highlighting diverse family narratives to support community outreach campaigns.
 - Developed bilingual-ready social media copy and digital content aligned with nonprofit branding goals.
 - Updated website content to improve accessibility, clarity, and audience engagement metrics.
 - **Journalism Operations Manager Assistant, University of La Verne**
October 2022 – May 2025
 - Supported internal operations through organization, documentation, and coordination with faculty and students.
 - Managed inventory, phone communications, and administrative workflows supporting department initiatives and events.
 - Processed reimbursements for 50+ purchases per semester, ensuring smooth execution of programs and activities.
 - **Social Media Intern, The Plug Drink**
October 2024 – May 2025
 - Created and trafficked daily short-form video content across Instagram and TikTok, aligning posts with campaign calendars.
 - Monitored performance analytics to inform content optimization and audience targeting strategies
 - Conducted weekly outreach to 70+ influencers to support brand campaign amplification.
 - **Advertisement Manager, Campus Times, University Of La Verne**
August 2024 – May 2025
 - Developed and executed customized advertising campaigns for local business partners, aligning creative assets with client goals and publication timelines.
 - Produced three promotional videos per week and coordinated ad placement, formatting, and scheduling.
 - Collaborated cross-functionally with editorial and operations teams to ensure timely creative delivery.
 - **Marketing Assistant, Associated Students of the University of La Verne, University of La Verne,**
October 2022 – May 2025
 - Developed promotional materials, presentations, and graphics to market student government initiatives.
 - Created 2 graphics per week, planned 2 team-building events per semester, and coordinated team apparel twice annually.
 - Supported engagement efforts for 35 team members directly and a campus population of 3,352 students.
 - **Director of Internal Operations, Sigma Kappa, Theta Beta Chapter – University of La Verne**
December 2023 – January 2025
 - Led internal operations and event coordination for a chapter of 65 active members.
 - Planned and executed biannual initiation events, onboarding 10-15 new members per cycle.
 - Designed and hosted 8 marketing and branding workshops to strengthen chapter promotion and outreach.
 - Coordinated end-of-year photo campaigns for 50 members, managing logistics with photographers and university partners.
 - Collaborated weekly with supervisors to implement new engagement and operational strategies.
 - **Marketing Assistant, Orientation Team, University of La Verne**
December 2022 – July 2024
 - Supported planning, marketing, and execution of new student registration events.
 - Engaged with 300+ students per session to enhance attendee experience and event flow.
 - Assisted across 5 orientation sessions each summer, supporting large-scale event operations.
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Skills

- Bilingual: Fluent in Spanish (written & verbal)
 - Content production (Adobe Premiere Pro, Lightroom, CapCut)
 - Graphic design and promotional material knowledge
 - Social media campaign planning (Instagram, TikTok, X)
 - AI-assisted content development and workflow optimization (ChatGPT, generative image tools, copy ideation, research support)
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Education

University of Southern California, Los Angeles, CA
Master of Arts in Public Relations and Advertising

Expected Graduation: May 2027

University of La Verne, La Verne, CA
Bachelor of Arts in Communications with a concentration in Public Relations

May 2025