**Sonia Yang**

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Experience

**MPRM Communications**  Los Angeles, CA

*Public Relations Intern* Jan 2024- present

* Conduct comprehensive research and curate press coverage for MPRM clients in the entertainment industry
* Craft press materials, compile press clippings for clients, and manage press lists as part of daily publicist responsibilities

**USC Annenberg School for Communication and Journalism**  Los Angeles, CA

*Graduate Research Assistant to Dean Willow Bay* Jan 2024- present

* Collaborate with faculty to offer the Managing Complexity in Diverse Organizations (MCDO) course to Microsoft Global Communications executives
* Lead event planning for the annual Microsoft CommsU professional learning event hosted at USC

**Blue Delta Restaurant Group**  Danville, CA

*Website Designer and Operator* Dec 2020- present

* Developed and designed three restaurant websites, including actively managing website operations
* Leveraged proficiency in Adobe Photoshop and Illustrator to create visually appealing graphics and generate engaging content

**USC Annenberg Media** Los Angeles, CA

*Operations Manager*  Aug 2022- Dec 2023

* Managed 430 undergraduate students in Annenberg Media Center with faculty, staff, and instructors
* Administered newsroom expenses, the database, and digital security within my role, including event planning and coordination of Media Center events and trainings

**Boston University PRLab** Boston, MA

*Account Executive for Client: Ben & Jerry’s* Jan 2021- May 2021

* Crafted a comprehensive PR strategy to elevate the online presence of Ben & Jerry's Boston across various social media platforms
* Achieved a 30% boost in social media engagement, a 20% rise in followers, and successfully collaborated with 5 local influencers to enhance brand visibility and audience reach

Education

**University of Southern California** Los Angeles, CA

M.A. in Public Relations and Advertising Expected May 2024

* GPA: 4.00

**Boston University College of Communication** Boston, MA

B.S. in Public Relations Jan 2019- May 2022

* Magna Cum Laude

Certificates

**USC Annenberg School of Communication and Journalism** Los Angeles, CA

Managing Complexity in Diverse Organizations Aug 2023

Skills

Computer Skills: Adobe (Photoshop, InDesign, Illustrator), MS Office (Word, Excel, PowerPoint), WordPress, Wix, Canva, Muck Rack, Cision

Social Media Management: Instagram, Facebook, Twitter, TikTok

Language Skills: Mandarin (fluent), Shanghainese (fluent), Japanese (intermediate), Spanish (intermediate)