**Sonia Yang**

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Experience

**IW Group Inc.**  Los Angeles, CA

*Jr. Publicist* May 2024- present

* Execute media relations initiatives including managing media lists and monitoring daily media and social coverage
* Develop media relations materials, pitches, and press releases to effectively represent clients and secure media placements

**MPRM Communications**  Los Angeles, CA

*Public Relations Intern* Jan 2024- May 2024

* Conducted comprehensive research and curated press coverage for MPRM clients in the entertainment industry
* Crafted press materials, compiled press clippings for clients, and managed 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- May 2024

* Collaborated with faculty to offer the Managing Complexity in Diverse Organizations (MCDO) course to USC Annenberg graduate students and Microsoft global communications executives
* Led 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- May 2024

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

**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 Aug 2022- May 2024

* GPA: 4.00

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

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

* Magna Cum Laude

Skills

**Software 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)