

Annie Cleaver



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Los Angeles, CA



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EDUCATION

The University of Southern California, Los Angeles, CA – Bachelor of Arts (B.A.) Communication, Public Relations minor – Expected graduation May 2024, GPA: 3.88/4

- 5x Dean's List, USC PRSSA, Annenberg Women's Leadership Society, The Annenberg Agency

Glenbard West High School, Glen Ellyn, IL – May 2020, GPA: 4.72/4 (weighted)

- National Honors Society, The Glenbard School Newspaper - Editorial Board Member

EXPERIENCE

PR Strategist

The Annenberg Agency for Girls Inc. LA, Los Angeles, CA / Jan 2023 - Present

- Conducted pro-bono PR and social media strategy to recruit college women for their volunteer program

Global Marketing Intern

Zeno Group, Chicago, IL / June 2022 - August 2022

- Supported integrated marketing programs with detailed research and organization
- Campaigned for international PR agency and client work awards
- Developed pitching skills to effectively communicate the story of a PR campaign

Communications/Copywriting Intern

Global LA in partnership with the Los Angeles Mayor's Office of International Affairs, Los Angeles, CA / February 2022 - June 2022

- Wrote website copy and developed content strategy to attract global businesses to Los Angeles
- Conducted research and organized data on Los Angeles facts and statistics

Social Media Marketing Intern

BOLD Communication & Marketing, Los Angeles, CA / Sept 2021 - Dec 2021

- Analyzed insights on sponsored social media posts and presented the data in a clear and concise deck for clients
- Discovered and highlighted potential influencers for clients to partner with that fit the brand's aesthetic

Photographer

Annie Cleaver Photography, Glen Ellyn, IL / Mar 2018 - Present

- Shot high quality photos and utilized professional post-production editing software

LEADERSHIP & INVOLVEMENT

USC PRSSA, The Annenberg Agency, Alpha Delta Pi - Social Media Specialist, Alpha Lambda Delta Honors Fraternity, Annenberg Women's Leadership Society, SPEC Magazine, The Women's Network, The School of The New York Times

AWARDS & HONORS

5x Dean's List, Illinois Journalism Education Association State Award 1st Place - Best Alternative Storytelling, IJEA State Award 1st Place - Best Video Story, IJEA State Award 3rd Place - Best Photo Gallery or Slideshow, President's Award for Outstanding Academic Achievement, Quill and Scroll Award for Photographers