

Brynn Levin

Hermosa Beach, CA | belevin@usc.edu | (310) 940-1380 | www.linkedin.com/in/brynn-levin-82a698283

EDUCATION

University of Southern California - Los Angeles, CA

Bachelor of Arts in Communication | Minor in Media Economics and Entrepreneurship | Pursuing Progressive Master of Arts in Public Relations and Advertising | GPA: 3.99 | Expected B.A. Graduation May 2025/ M.A. Graduation May 2026

- **Awards/Honors:** Dean's List (2022, 2023, 2024), Phi Kappa Phi/ Phi Beta Kappa Honor Society Member, Annenberg Media Team Awarded 3rd Place for Best Social Media Presence at the College Broadcast Awards

SELECTED WORK EXPERIENCE

Annenberg Inclusion Initiative - Student Researcher

January 2024 - Present

- Conduct social science research to analyze and quantify diversity and representation trends in popular films and television, providing data-driven insights utilized by major media companies such as Netflix, Disney, and Spotify.
- Memorize 20+ specialized demographic codes to enhance data accuracy and analysis depth of sample sets.

BJ's Restaurants, Inc. - Marketing Intern

June 2024 - August 2024

- Led menu marketing initiatives, including creating a new kids' menu, proofreading for rollout, developing a mockup menu for testing, and analyzing 600+ happy hour promotions.
- Developed email marketing content resulting in a 31%+ open rate and managed review responses for 216 locations, addressing customer escalations to uphold brand reputation for the digital marketing team.
- Supported the marketing campaign for BJ's Restaurant & Brewhouse collaboration with Lagunitas Brewing Co, achieving 128K+ views across social media platforms.

Starco Brands - Skylar Marketing Intern

August 2023 - May 2024

Skylar Social Media Strategist and Content Creation Intern

June 2023 - August 2023

- Oversaw and sourced 250+ engaging influencers on TikTok, Instagram, and YouTube to amplify brand visibility.
- Engaged in cross-functional brainstorming sessions for social media marketing, generating innovative content ideas for ongoing and new campaigns while remaining informed on competitive landscape and market trends.
- Created high-impact content that garnered 3M+ views on TikTok & 85K+ views on Instagram.
- Managed marketing for Skylar's collaboration with season two of *The Summer I Turned Pretty*, Hair & Body Mist new product launch and Starco Brands 2023 LA Bowl sponsorship.

USC Annenberg Media - Social Media Content Contributor

August 2023 - May 2024

- Contributed to a growth of 1,366+ Instagram followers, 40K+ TikTok likes, 1.3M total impressions, and 440K total accounts reached in the span of six months.
- Published Annenberg Media stories to Instagram by designing graphics and writing headlines and captions based on reporting in the story.
- Filmed and edited video content for Instagram and TikTok based on campus events or student life.

LEADERSHIP EXPERIENCE & ACTIVITIES

USC Women's Leadership Society - Member

September 2023 - Present

- Promote advancement in tech, media, and entertainment through networking events featuring guest speakers.
- Attend workshops to learn and gain inspiration from professionals in their respective fields.

USC Public Relations Student Society of America - Member

September 2024 - Present

- Expand industry expertise through active engagement with peer and professional networks.

TECHNICAL SKILLS

Computer: Google Workspace, Microsoft Office Suite (Outlook, Excel, Word, PowerPoint), Social Media - Instagram, Facebook, & TikTok, Online Design/Publishing - Canva, CapCut, Adobe Premiere Rush, & iMovie