

EDUCATION

- 2007 – Present **University of Southern California**, Annenberg School for Communication Los Angeles, CA
Major in Print Journalism with a minor in Global Communication, GPA: 3.72
- 2003 – 2007 **Punahou School** Honolulu, HI
Diploma with honors, Unweighted GPA: 3.7

WORK EXPERIENCE

- Fall 2010 **Demand Media**, LIVESTRONG.com Content Intern Santa Monica, CA
Online media company and owner of eHow, Cracked and LIVESTRONG.com
 - Collaborate with editor on weekly newsletters, working primarily in Dreamweaver and Photoshop
 - Program and schedule content for the LIVESTRONG homepage, Twitter and FourSquare
 - Syndicate LIVESTRONG articles to The Huffington Post and Yahoo! Shine
- Summer 2010 **The Opportunity Agenda**, Communications Intern New York, NY
Non-profit with a focus on collaborating with American media to create effective messaging
 - Researched and wrote a six-week report about online public discourse on immigration; the scan will be published and distributed as part of a report on Web 2.0 and immigration
 - Blogged weekly on current social and political topics, such as education and immigration reform
 - Created a ten-minute presentation for the executive director's use in future speeches
- Spring 2010 **Discovery Communications**, Publicity Intern Los Angeles, CA
Non-fiction media company and TV producer of Discovery Channel
 - Was responsible for managing the publicity of Discovery Channel's primetime shows *Mythbusters*, *Dirty Jobs* and *Life* by tracking print, online and broadcast coverage
 - Created and published impression reports with press clips and circulation data for executives
- Fall 2009 **Focus Features**, Publicity Intern Universal City, CA
Specialty films division of Universal Pictures, NBC
 - Researched and suggested possible audience groups for films such as *A Serious Man*, *Babies*, *Pirate Radio*, and contacted such groups for promotions and early screenings
 - Conducted in-depth research on California universities and presented final report to publicity and marketing executives for their use in future marketing campaigns
- Summer 2009 **Hawaii Business magazine**, Editorial Intern Honolulu, HI
Oldest regional business magazine in the United States with circulation over 13,000
 - Contributed original editorial content for 2009 August, September, October issues, as well as a full page "advertorial" for a national construction management company
 - Led social networking efforts by creating company Facebook and Twitter accounts
- Summer 2008 **Element Media Hawaii**, Editorial Intern Honolulu, HI
Publishes business, lifestyle magazine Pacific Edge, with circulation over 10,000
 - Wrote content for all company publications, including a three-page feature article on organic farming in Pacific Edge that won a first place 2009 SPJ Student Journalism Award
 - Helped editors lay out magazines, develop the website, and promote publications at events

ADDITIONAL EXPERIENCE

- 2008 - Present **University of Southern California, Recreational Sports Department** Los Angeles, CA
Publicity and Promotions Social Networker
 - Schedule events with university calendars and manage the department's Facebook and Twitter accounts to build a greater network and keep the university's community informed and involved

SKILLS

- Practiced in social media technology (i.e. FourSquare, Facebook, Google Alerts, Twitter, Blogs)
- Proficient in LexisNexis, BurrellesLuce, Microsoft Office, working knowledge of Photoshop
- Able to speak, read and write in intermediate Spanish

EXTRACURRICULAR ACTIVITIES & INTERESTS

- Contributor to USC's student newspaper as well as USC's digital news website
- Interested in surfing, cooking dog obedience training and blogging (LRigney.wordpress.com)