

Marissa King

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EDUCATION

University of Southern California, Marshall School of Business

Los Angeles, CA

Bachelor of Science in Business Administration, Emphasis in Cinematic Arts

May 2020

- **GPA: 3.5**
- Relevant coursework: Data Analysis for Decision Making: A, Marketing Communication: A, Motion Picture Production: A
- **Coalition of 100 Women Scholarship Recipient (2019)**

WORK EXPERIENCE

Schumetta Inc.

December 2019-February 2020

Marketing Intern

- Analyzed firm's social media practices and provided strategic recommendations to increase brand awareness and credibility
- Led a team of 4 interns and interfaced with supervisor to create social media promotion videos, helping to develop and execute a media strategy
- Accompanied employer on business trip to Europe, video graphing daily activities and interactions and edited footage used to advance the global reach of her brand

Trojan Vision- Soundstage

August 2019 – December 2019

Associate Producer

- Collaborated with cross-functional teams including lightening, camera, and audio to prepare for weekly live television broadcasts for an average of 400 viewers per week
- Spearheaded production restructuring of show format and design from ideation through implementation, that won an award for the network's best episode
- Optimized social media marketing practices by standardizing daily promotion for weekly broadcasts, resulting in a 44% average increase in viewership

Variety Screening Series

October 2018-February 2019

Production Assistant

- Supported production staff in creating high profile screenings for the Academy Awards
- Responded to inquiries of celebrities that participated in the Q&A sessions following the films

Psycho Films

January 2018 – May 2018

Production Intern

- Created coverage reports and designed TV treatments for in house pilots to examine potential for future development
- Conducted production research to improve cost effectiveness including scouting venues for upcoming projects
- Supported production team on set as a producer's assistant to ensure that filming runs seamlessly

ThinkFactory Media

August 2016 – December 2016

Scripted Production Intern, Unscripted Casting Intern

- Developed and pitched project ideas for networks such as Lifetime and CNN
- Created detailed coverage reports on 2-3 scripts per week as well as various novels, TV pilots, and articles to analyze potential for series development
- Researched potential talent, conducted interviews, and edited casting videos using Avid media composer
- Succeeded in finding talent for TLC's "Married by Mom and Dad" reality show

SKILLS & INTERESTS

- Advanced in Microsoft Office- Excel, Word, Outlook, PowerPoint
- Advanced in Google Suite- Drive, Docs, Sheets, Slides, Gmail
- Intermediate in Data Analytic Tools- JMP, AB Testing, Google Analytics
- Intermediate in Editing- iMovie, Avid Media Composer
- Certifications/ Courses: Google Analytics Certification, Twitter Flight School, YouTube Creator Academy, Facebook Blueprint-Instagram

Interests: Travel, soccer, running, baking, music, movies and television, event planning