

Bella Hill

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EDUCATION

University of Southern California, Annenberg School for Communication and Journalism

B.A., Public Relations and Advertising + Minor in Marketing, Marshall School of Business Expected Graduation: May 2027

Honors and Involvements: Dean's List, PRSSA Member, Native American Students Assembly, Troy Camp

WORK EXPERIENCE

Communications Intern - USC Good Neighbors

March 2025 - August 2025

- Increased engagement by developing targeted content across multiple communication channels, including a monthly email newsletter featuring compelling impact stories of grant beneficiaries
- Organized a high-visibility event hosting 100+ university executives and Los Angeles City Hall leaders, ensuring smooth logistics and stakeholder coordination
- Maintained campaign milestone tracking and timeline databases on Google Drive and SharePoint to support smooth execution
- Drafted community announcements, internal communications, and donor-facing messaging following AP Style

Student Ambassador - University of Southern California Office of Undergraduate Admissions

October 2023 - Present

- Deliver engaging 90- and 60-minute campus tours for high-profile visitors and prospective students; completed 50+ tours to date with consistently positive guest feedback
- Respond to high-volume phone/email inquiries regarding tour logistics, admissions, and student life, ensuring accurate and timely information
- Onboard and mentor 35+ new ambassadors annually, facilitating structured training and reinforcing program standards

Director of Public Relations - Native American Students Assembly

September 2024 - May 2025

- Directed weekly general body meetings and produced campus-wide cultural programming, increasing student engagement
- Designed and managed all digital communications, creating high-impact social media campaigns to promote NASA initiatives while expanding community visibility
- Coordinated partnerships with 10+ campus organizations and guest speakers, handling outreach, messaging alignment, and event promotion

Assistant Director of Fundraising / Mentor & Camp Counselor - Troy Camp

October 2024 - Present

- Support large-scale fundraising operations and event logistics for Troy Camp's annual fundraiser, reaching an audience of 77,000+, contributing to \$80K+ raised annually
- Create digital fundraising assets, including donor packets and personalized newsletters, to enhance alumni and donor outreach
- Contribute to programming that serves 700+ LA-local students weekly (grades 3–12), fostering a supportive environment through academic, creative, and recreational programming

Certifications: [Google Ads Search](#), Semrush [Keyword Research Essentials](#) & [How PPC In Marketing Strategy Increases Conversions](#)

Writing & Media: AP style writing, media list building (Muck Rack), social copywriting

Tools: Adobe Illustrator, Canva, Google Workspace, SharePoint, AI