
WILLARD GIVENS IV

Los Angeles, CA • wagivens@usc.edu

Summary

Motivated and adaptable student with a proven record of being a self-starter. Proficient in Publicity and Big Data Analytics with an elementary grasp of Marketing, Front-End Web Development, and UI/UX Design. Seeking forward-focused, team-oriented positions requiring my aptitude for website development and knowledge of the music/entertainment industry.

Education

2017 - 2021

University of Southern California

Bachelor of Science (B.S.), Music Industry

- **Minor:** Web Technologies and Applications
- **GPA:** 3.4

Skills

Marketing	HTML/CSS
Data Analysis	Web Design
Publicity/Public Relations	Responsive Web Development
Customer Service	Git/GitHub/Version Control
Public Speaking	CSS Frameworks (Bootstrap, etc.)
Copywriting	Wireframing

Experience

08/2019 - 05/2020

Operations Office Assistant

USC School of Cinematic Arts / Los Angeles, CA

- Fulfilled 10-20 classroom reservation requests per shift, helping maintain academic consistency.
- Scheduled and escorted high-profile guests for SCA weekly events, helping preserve key relationships between SCA and the film industry.
- Conducted hourly walkthroughs of 3-5 campus buildings each shift to verify the safety and upkeep of facilities.
- Executed mail sorting, filing, and delivery for 50-75 SCA faculty per shift, ensuring organizational efficiency & productivity.

03/2019 - 05/2020

Resident Assistant

USC Residential Education / Los Angeles, CA

- Ideated and managed engagement activities for 200+ residents, developing well-being within the living community.
- Strategized with 11 co-RAs to allocate budget of over \$2,000, ensuring financial viability of community events.
- Facilitated bi-monthly community discussions, helping expand the worldviews of USC's student body.
- Assessed risk when resolving various emergency incidents, minimizing potential for injury or death.

01/2019 - 05/2019

Music Columnist

The Daily Trojan / Los Angeles, CA

- Published a total of seven, twice-monthly articles for the Music column of USC's student-run newspaper.
- Synthesized yearly music-industry-trend research into contemplative, analytical narratives.

Projects

01/2019 - 05/2019

Viusic

- Drafted a virtual reality-based live-music platform, and identified user data that can be extracted from it.

10/2017

#PandoraChallenge: Music and Social Impact

- Utilized music, data, technology, and marketing to develop a social initiative engaging the fans of BloodPop®.

Clubs/Organizations

08/2018 - 12/2019

Risk & Production Liaison

USC Concerts Committee / Los Angeles, CA

- Coordinated strategic entrance and exit locations to effectively regulate foot traffic throughout venues.
- Collaborated with security personnel in supervising event capacity to prevent overcrowding complications.