

Jessica Phan

jessicaphanbusiness@gmail.com • (714) 876-8680 • [LinkedIn](#) • [Portfolio](#) • Los Angeles, CA

PROFESSIONAL EXPERIENCE

The Walt Disney Company

Anaheim, CA

Event Associate — Aug. 2024 - Present

- Tasks include: staffing events, maintaining relationships with internal and external partners, developing event elements such as amenities and displays/activations, building budgets and itineraries, processing invoices, flight/hotel booking, gathering media hits, coordinating meetings, fulfilling project milestones/deadlines

Media Events Intern — Jan. 2024 - Aug. 2024

- Support the Disneyland Resort Communications Events team to design and execute promotional media-hosting events. Events accumulate millions of social impressions alongside traditional publicity.

Persona PR — Public Relations Intern

Los Angeles, CA

Sept. 2023 - Dec. 2023

- Accompanied talent to events, tracked client media coverage, pitched talent to media and brands, compiled client press archives, organized print/online/broadcast media contact databases via Muck Rack, wrote client biographies and pitches, curated client photoshoot moodboards/memos and supported company social media.

De Waal & Associates — Public Relations Assistant

Sherman Oaks, CA

Sept. 2022 - Sept. 2023

- Updated contact lists, organized client calendars, sent pitches/press releases via email, monitored client press clips and researched/booked potential work for various clients in the entertainment industry.

Cal-Nev-Ha KIWIN'S — District Convention Chair

Rancho Cucamonga, CA

May 2020 - April 2021

- Planned, organized and led a three-day convention for 400+ participants. Fundraised \$18,000 for the 501(c)(3) non-profit Cal-Nev-Ha Children's Fund and the Pediatric Trauma Project (PTP).

CERTIFICATIONS, SKILLS AND TRAITS

- **Certifications:** [Muck Rack Fundamentals of Social Media](#), [Muck Rack Fundamentals of Media Relations](#), [Adobe Certified Professional in Video Design](#)
- **Professional softwares used:** Final Cut Pro X, Dropbox, Muck Rack, Fashion Monitor, CreatorIQ, IMDB Pro, Coveragebook, Microsoft Office Suite (Word, Excel, Powerpoint, Outlook), Google Suite (Docs, Slides, Sheets), Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, Express), SAP Workplace, Concur
- **Technical skills:** graphic design, video editing, photography, social media, press releases, AP Style writing, SEO writing, copy-editing, PR campaign planning, SWOT analyses, presentations, spreadsheets
- **Other Skills:** project management, multi-tasking, public speaking, problem-solving, hospitality, leadership, adaptability, speaking Vietnamese; excellent written, verbal and interpersonal communication
- **Traits:** pop culture savvy, enthusiastic-to-learn, ambitious, passionate, assertive, creative, quick-thinker, detail-oriented, efficient, hard-working, team player, effective communicator, advocate, logical, storyteller

EDUCATION

University of Southern California

Los Angeles, CA

Master of Arts in Public Relations and Advertising

Aug. 2024 - May 2026

California State University, Northridge

Northridge, CA

Bachelor of Arts in Journalism, Emphasis in Public Relations

Aug. 2021 - Dec. 2023