

ELIZABETH CRUZ GARCIA

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EDUCATION

University of Southern California Los Angeles, CA
Master of Science (M.S.), Digital Social Media August 2023-May 2025

Relevant Coursework: Managing Technologies for Digital Media, Introduction to Digital Social Media, Copywriting and Creativity, Analytics and Research Methodology, Public Relations and Branding, Brand Strategy for Digital Media, Communicating Entertainment Media Identities & Integrated Communication Strategies

California State University, Los Angeles Los Angeles, CA
Bachelor of Arts (B.A.) Communication, Mass Communication (Advertising & PR) August 2019-May 2023

Dual Minors: Social Media & Sustainability Marketing
Relevant Coursework: Mass Communication Theory, Principles of Marketing, Advertising Communication, Introduction to Social Media Marketing, Content Marketing for Social Media, Community-Based Social Marketing, Social Media Marketing Strategy, & Sustainability Marketing

Woodrow Wilson Senior High School Los Angeles, CA
High School Diploma August 2015-May 2019

Involvement: Occidental College Upward Bound program, International Baccalaureate Diploma Programme, InnerCity Struggle, Law Magnet Program

EXPERIENCE

USC Annenberg Center for Third Space Thinking Los Angeles, CA
Student Intern October 2024-May 2025

- Orchestrated cross-platform digital strategies increased center's digital footprint by over 107,000%, boosting LinkedIn and Instagram reach
- Authored high-performing blogs, newsletters, and funding proposals led to a 10,500% increase in stakeholder engagement
- Produced 20+ multimedia assets monthly (graphics, videos, blogs) to facilitate major campaigns across LinkedIn, Facebook, Instagram, and Twitter, aligned with strategic goals
- Composed brand compliant copy for program websites, newsletters, and social media channels, ensuring consistency with USC's voice and visual identity.
- Revitalized to record-breaking program visibility and application interest for the 2025 World Bank-Annenberg Summer Institute and Third Space Youth Institute
- Executed and optimized outreach campaigns using Mailchimp, achieving up to 100% open rates and 4.5% click-through rates, while maintaining a 0% bounce rate across all campaigns to boost lead quality and event registration follow-up
- Edited blogs, digital assets, and outreach materials for clarity, tone, and alignment with university and program standards.
- Maintained and updated content across two key websites, ensuring accuracy, alignment with DEI values, and relevance to program goals
- Coordinated logistics and stakeholder communications for the World Bank-Annenberg Summer Institute, organizing global participants from 20+ countries, planning and event operations, cross-cultural engagement, and real-time communications
- Navigated multi-level approval processes by coordinating with faculty, stakeholders, and communications leads to ensure timely delivery of content.

World Bank Annenberg Summer Institute Los Angeles, CA
Student Intern October 2024-May 2025

- Coordinated logistics and stakeholder communications for the World Bank-Annenberg Summer Institute, managing global participants from 20+ countries, planning and streamlining event operations, cross-cultural engagement, and real-time communications
- Created marketing collateral—including flyers, email templates, and social graphics to promote the World Bank-Annenberg Summer Institute, increasing program visibility and supporting global participant engagement.
- Developed storytelling content spotlighting global participants, institutional impact, and program highlights to enhance community engagement.
- Developed and maintained website content and program landing pages to ensure accurate, timely information and improve user experience for global attendees
- Facilitated day-to-day program operations, including email outreach, live support, and session scheduling, ensuring smooth execution of international development training modules

- Produced multimedia content (email templates, digital assets, event promotion) to facilitate participant engagement before and during the Institute
- Maintained communication pipelines between faculty and attendees to align on goals and foster a high-quality virtual learning experience
- Facilitated cross-cultural program development by integrating culturally competent messaging and inclusive content into communications

Elemental Breath LA

Los Angeles, CA

Student Intern

February 2022-August 2022

- Engineered an Instagram strategy generating 30,964 account reaches (+3,600%) and 1,317 profile visits (+287%), expanding brand's digital impact
- Developed over 200 pieces of original content and creative visual assets, driving consistent brand visibility across platforms
- Mastered Meta Business Suite in under 7 months and adapted swiftly to evolving platform updates to optimize performance and streamline content workflows
- Executed full-scale brand audits and redesigned visual identity across 200+ social media assets and marketing materials, resulting in improving audience retention and brand consistency
- Authored audience-specific blog posts and analyzed competitor benchmarks to support long-term campaign strategy resonate with target audiences

LEEAF (Leading for Equity in Entrepreneurship Accelerator and Fellowship)

Los Angeles, CA

Student Fellow

July 2021-August 2022

- Spearheaded creative storytelling with digital advertising, campaigns, highlighting entrepreneurship, equity, and innovation
- Strengthened organizational messaging and expanded reach through targeted digital advertising and engagement strategies through media campaigns
- Collaborate with startup leaders to shape business development materials and investor pitches, supporting growth and capital acquisition to attain business objectives
- Leveraged mentorship and feedback loops to improve communication outcomes and team productivity providing insights
- Formulated media strategies grounded in social impact, community connection, and problem-solving through media campaigns

SKILLS

Languages: English (Native), Spanish (Intermediate)

Technical: Meta Business Suite, Canva, CapCut, Wix & WordPress, Later (Social Scheduling), Mailchimp (Email Marketing), Hootsuite, Google Analytics, Microsoft Office, Google Workspace, Social Media Platforms: Instagram, LinkedIn, Facebook, Twitter (X), A/B Testing, Blog & Newsletter Writing (CMS, formatting, optimization), Visual Storytelling (design tools + creative planning), Website Content Management (WordPress, Wix), SEO Basics, Video Editing

Strategic Skills: Digital Marketing Strategy, Social Media Analytics, Content Marketing Strategy, Web Traffic Analysis, Brand Identity Development, Business & Competitor Analysis, Audience Development, Content Creation, Copywriting & Editing, Visual Storytelling, Blog & Newsletter, Writing, Campaign Development, Strategic Storytelling, Project Management, Cross-functional Team, Collaborate, Problem-Solving, Adaptability, Media Strategies, Creative, Hootsuite, Decision Making, Media Strategies, Project Management, Cross-functional Team Collaboration, Decision Making, Problem-Solving, Adaptability, Creative, Collaboration, Marketing Collateral, DEI-Aligned Communication, Community Engagement, Stakeholder Communication