

# ELIZABETH CRUZ GARCIA

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## SUMMARY

Digital marketing and social media professional with an M.S. in Digital Social Media from USC Annenberg and 3+ years of experience executing multi-channel campaigns, producing content at scale, and turning performance data into sharper strategy. Experienced across nonprofit, academic, and brand environments, equally comfortable owning a content calendar end-to-end, writing copy that connects, and analyzing what is working and what is not. Creative, community-driven, and chronically online in the best way.

## EDUCATION

University of Southern California – USC Annenberg May 2025  
M.S., Digital Social Media

USC Business Cosmetics Club | USC PRSSA | Women's Leadership Society | Digital Media Association  
California State University, Los Angeles May 2023

B.A., Communications – Advertising & Public Relations | Minors: Social Media & Sustainability Marketing  
Dean's List (2022–2023) | Lambda Pi Eta Honor Society | PRSSA | Educational Opportunity Program

## EXPERIENCE

**USC Annenberg Center for Third Space Thinking** Oct 2024 – May 2025

Digital Strategy & Content Intern | Los Angeles, CA

- Owned and maintained a monthly content calendar across Instagram, LinkedIn, Facebook, and X, managing 20+ assets per month while keeping timelines and brand voice consistent.
- Grew digital reach by 107,000% and drove a 10,500% increase in stakeholder engagement through targeted, platform-native content.
- Executed Mailchimp campaigns achieving up to 100% open rates, 4.5% CTR, and 0% bounce rate; tracked KPIs and generated performance reports to inform ongoing optimization.
- Drafted and edited blogs, newsletters, website copy, and funding proposals ensuring clarity, accuracy, and alignment with organizational standards.
- Coordinated cross-functionally with research, events, and communications leads to align content with broader organizational goals.

**World Bank Annenberg Summer Institute** Oct 2024 – May 2025

Program & Communications Intern | Los Angeles, CA

- Produced and published social content, email campaigns, and promotional assets that generated 2,154+ LinkedIn impressions, supporting global program visibility.
- Created communications materials including flyers, email templates, social graphics, and landing pages for a global academic program serving participants across 20+ countries.
- Developed UGC-style storytelling content spotlighting participant experiences and program milestones to strengthen community engagement.
- Managed daily community communications including inbox responses and real-time stakeholder support.
- Reviewed and revised website content and program materials to ensure accuracy, readability, and consistency for an international audience.

**Elemental Breath LA** Feb 2022 – Aug 2022

Digital Media Intern | Los Angeles, CA

- Independently owned the brand's social media presence end-to-end, planning, creating, publishing, and optimizing content across platforms.
- Executed campaigns that grew Instagram reach by 3,600% (30,964 accounts) and increased profile visits by 287% in a single cycle.
- Produced 200+ branded graphics, short-form video assets, and content templates using Canva and CapCut to drive visual consistency and engagement.
- Conducted brand and competitor audits to identify content gaps and sharpen positioning, leading a full visual identity refresh across platforms.
- Authored audience-specific blog posts rooted in the brand's wellness and community-centered values.

## SKILLS

Content & Social Media: Content Calendar Management, Social Media Strategy, Campaign Execution, Short-Form Video Production, Caption Writing, Copywriting, Community Engagement, UGC Coordination, Trend Monitoring, Brand Storytelling, Email Marketing, Blog & Newsletter Writing

Analytics & Strategy: KPI Monitoring, Performance Reporting, Engagement Analysis, Audience Growth, A/B Testing, Content Optimization, SEO Fundamentals, Web Content Management

Tools: Instagram, TikTok, LinkedIn, X (Twitter), Facebook, Pinterest, Meta Business Suite, Hootsuite, Sprout Social, Later Social, Mailchimp, Google Analytics, Canva, CapCut, Adobe Creative Suite, Figma, Airtable, WordPress, Wix, Squarespace, Microsoft Office, Google Workspace

Languages: English (Native), Spanish (Intermediate)