

Brijea Daniel

Los Angeles, CA | 704-877-4767

brijeadaniel@gmail.com | <http://brijeadaniel.com> | www.linkedin.com/in/brijeadaniel

WORK EXPERIENCE

JSA+Partners

Sept. 2022 - Present

Public Relations Intern

- Conducts research to inform strategies and initiatives for esports clients
- Creates briefing documents ahead of events and client interviews
- Develops specialized media outreach and coverage lists
- Utilizes knowledge of the gaming industry to develop effective pitch angles and secure consistent coverage

Apple Inc.

June 2022 - Aug. 2022

Corporate PR Intern

- Developed briefing documents and press plans ahead of corporate events and media interviews
- Authored articles for publication in Apple Newsroom and edited internal communication materials
- Conducted research to inform corporate strategies and initiatives
- Monitored and delivered reports on corporate media coverage

Evna Media PR

Jan. 2022 - May 2022

Public Relations Intern

- Authored creative pitches on behalf of clients to secure media coverage
- Developed specialized media outreach and coverage lists
- Conducted daily press tracking and digital tabbing for beauty clients
- Utilized knowledge of the beauty, fashion and wellness industry to develop effective pitch angles and secure consistent coverage

CBS News

June 2019 - Aug. 2019

Investigative Unit Intern

- Collaborated with team members to develop, script, and produce an original multimedia package for broadcast on CBSN
- Edited articles for publication to company website
- Managed the tip line and selected newsworthy material for air
- Conducted extensive research related to potential story leads

NASCAR

May 2018 - Aug. 2018

Communications Intern

- Formulated, presented, and facilitated promotional campaigns
- Authored media advisories and press releases for local media contacts
- Published articles for the company website and social media platforms
- Designed brochures and flyers for the communications department
- Scripted promotional content for racer appearances and events

OBJECTIVE

I am a dynamic PR + advertising professional seeking a strategic communications position with a leading PR agency.

SUMMARY

Innovative and synergetic communications strategist with exceptional relationship-building skills and meticulous attention to detail. Presently, she is pursuing innovative, hands-on experience from USC Annenberg's esteemed public relations and advertising program.

EDUCATION

The University of Southern California

May 2023

Master's degree in PR and Advertising

The University of North Carolina

May 2020

Bachelor's degree in Global Studies and Broadcast Journalism

SKILLS & PROFICIENCIES

Skills:

- Active listening
- Content writing
- Public speaking
- Media outreach
- Research
- Multitasking
- Problem solving
- Branding
- Client relations
- Event planning