

Willow Lacey Stolarz

Public Relations and Advertising Master's Student

SUMMARY

Aspiring advertising specialist and current USC master's candidate passionate about storytelling, strategy and multimedia content. Seeking a position that offers personal and professional growth to shape my future career and an outlet to fulfill my passion for delivering successful and memorable campaigns through innovation.

CONTACT

☎ (562) 293-8019
✉ stolarzwillow@gmail.com
in LinkedIn.com/in/Willow-Stolarz
📍 Long Beach, CA, USA

EDUCATION

M.A. Public Relations and Advertising

University of Southern California |
Aug 2022 — May 2024

B.A. Communication Studies
Journalism Minor

California State University, Long Beach |
Aug 2018 — May 2022
Magna Cum Laude

SKILLS

Professional

- Capable of performing in fast-paced and high-stress environments
- Strong strategic, organizational and critical-thinking skills
- Proven record as both an independent leader and team player with the ability to effectively and efficiently complete long- and short-term projects

Technical

- MS Office
- Adobe Creative Cloud (InDesign, Lightroom, and Photoshop)
- Google Suite
- Canva
- WordPress

WORK EXPERIENCE

Public Relations and Social Media Intern

Keen Social / May 2023 – Present

- Develop and manage content calendars for clients, ensuring timely and relevant posts across various platforms (Instagram, Facebook, LinkedIn).
- Craft compelling pitch decks for clients, incorporating industry and social media trends and data-driven insights to formulate strategic recommendations for their businesses and brands.
- Write and distribute press releases tailored for media outlets, ensuring optimal coverage and exposure for client events and announcements.
- Conduct SWOT and Competitive analyses for clients.

Research Assistant

USC Annenberg / Aug 2022 – Present

- Work alongside a professor within the communication and journalism department and assist in several professional and academic studies.
- Conduct literature reviews utilizing library databases and collect, organize and analyze articles used in research.
- Perform miscellaneous job-related duties as assigned.

Event Planning Field Work Volunteer

California State University, Long Beach / 2019 – 2022

- Assisted with organizing several events for local non-profit organizations such as Long Beach BLAST, DIG Magazine and the Pacific Hospice and Palliative Care Foundation.
- Worked in a team as well as in a leadership position. Social perceptiveness when collaborating.
- Communicated with clients to meet their goals and networked with companies to secure donations and sponsorships.
- Designed and effectively advertised events on social media platforms to reach targeted audiences.

Photographer

SCS Photoworks / 2016 – 2019

- Took promotional, action and portrait photographs of individuals and special events that accurately reflect the companies' image.
- Followed provided instructions independently and utilized good time management and organizational skills to complete each assignment.
- Uploaded images to the server and maintained detailed records.