

# Willow Lacey Stolarz

Public Relations and Advertising Master's Student

## SUMMARY

Aspiring advertising and marketing specialist and current USC master's candidate passionate about storytelling, brand 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

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- 📍 Los Angeles, 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

### Marketing Assistant

Forward Female / November 2023 – Present

- Manage and execute social media strategies for clients across various social channels (Instagram, Facebook, TikTok, X, Patreon), contributing to growth, reach and engagement. Average of 60+ pieces of content/week.
- Create and edit daily promotional materials and upload episodes to YouTube daily, ensuring consistent, engaging and timely content delivery.
- Communicate effectively with clients individually and within a team to align strategies and maintain a cohesive online presence.
- Assist with brand partnerships to boost visibility and extend reach through impactful brand associations.
- Utilized graphic design tools such as Canva, Adobe Photoshop and Final Cut Pro X to produce materials.

### Social Media Marketing and Public Relations 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.
- 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.

### Event Planning Field Work Volunteer

California State University, Long Beach / 2019 – 2022

- Assisted with organizing several events for local non-profit organizations.
- 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.