

K. Muni Kate

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EDUCATION

Loyola Marymount University

Los Angeles, CA

Bachelor of Arts Candidate, Communication Studies

May 2024

- Relevant Coursework: Communication and Consulting; Theories of Organizational Communication; Rhetoric of Social Movements; Intercultural Communication; Communication and Gender

PROFESSIONAL EXPERIENCE

Edelman

Santa Monica, CA

Social Media Intern

2019 – Present

- Implemented a “how-to” guide for upper management in integrating and utilizing new media apps
- Collaborate extensively with the Social Media committee to brainstorm ideas for various platforms
- Conduct research on trends and news within the PR industry and agencies in Southern California
- Serve as support staff in meetings, pitches and events catering to current and prospective clients

Publicity Intern

2018

- Supported Public Relations Manager with press kits, media content, and strategies for the 2016 year
- Wrote content for firm’s Facebook and Twitter accounts to increase brand awareness
- Assisted Social Media Director with photographs, hashtags and content for Instagram account
- Developed Publicity Intern handbook for Internship Coordinator to use during intern onboarding

Career and Professional Development, Loyola Marymount University

Los Angeles, CA

Peer Advisor

2018 – Present

- Assist undergraduate students through drop-in appointments and offer guidance on cover letters, resumes, LinkedIn, job and internship search strategies, and interviewing techniques
- Actively support the Assistant Director for Communication and Fine Arts with projects, programs and opportunities geared towards the College of Communication and Fine Arts
- Collaborate with Marketing & Communications Manager to provide content, strategies and feedback for the department’s social media accounts, including Facebook, Twitter, Snapchat and Instagram

CAMPUS INVOLVEMENT

Publicity Co-Chair, ASLMU

Member, Public Relations Society of America

Social Media Chair, Belles Service Organization

Leader, VOCARE Retreat

Life + Arts Editor, The Loyolan

Producer, ROAR Networks

Career Trek Participant, Career and Professional Development

Photographer, Tower Yearbook

COMMUNITY INVOLVEMENT

Westchester YMCA, Volunteer “Inspiring Children to Read”

LMU De Colores Weekend (Social Justice Immersion Trip to Mexico)

HONORS & AWARDS

Most Creative Publicity, ASLMU: Crimson & Blue Awards

Dean’s List

First to Go Scholarship Recipient

SKILLS & LANGUAGES

Social Media Platforms (Instagram, Twitter, Facebook, Snapchat)

Microsoft Office: Excel, Photoshop, PageMaker

Fluent in French

Conversational in Spanish