Angela Pena Egoavil

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EDUCATION

Chapman University, George L. Argyros School of Business and Economics – Orange, CA **May 2020**
Bachelor of Science, Business Administration, Emphasis: Marketing, Cluster: Media, Culture and Society
Honors: Dean's List*, Legacy Scholar*

Relevant Coursework: Public Relations & Publicity, Advertising & Media Planning, Business Analytics, International Marketing, Agents & Managers

MARKETING EXPERIENCE

INPAS SAC– Lima, Peru **2018 – Present**
Customer Relationship Management Intern

- Manage strong communications with current and prospective suppliers from Brazil, US, Italy, and Japan
- Lead outreach efforts to 30+ potential clients implementing data analytics strategies, increasing sales growth by 15%
- Created marketing content and customer service strategies to support the sales team, increasing response rate by 30%
- Coordinated the 'Steam Conference–INPAS 20th anniversary' event with over 150 international attendees

ROYCE Agency – Orange, CA **2019 – Present**
Marketing Intern, Spring 2020

- Produce marketing content for the California Census 2020–Hard to Count Communities to promote engagement
- Develop a social media concept for the agency, using Instagram and LinkedIn to increase brand awareness
- Design promotion content in Adobe Photoshop for the Census project and other events to assist the pitching process

Marketing & Research Intern, Spring 2019

- Supported the creation of a Public Relations proposal with research, planning, and final product submission for the California Census 2020–Hard to Count Communities to increase Census response
- Edited videos and decks in InDesign and Adobe Premiere Rush to obtain sponsorship and pitch new accounts
- Supported Content Development Director with social media research, strategy, and planning for over 15 projects
- Researched content to share on Instagram, LinkedIn, and Facebook to grow brand engagement

MOD THREAD – Los Angeles, CA **Fall 2018**
Digital Marketing Consultant

- Managed Instagram presence for 3 months, increasing organic following by 15% by formulating posting strategies
- Redesigned the social media voice to align with the company culture, leading to a 50% increase in impression
- Placed an influencer strategy and outreached to 10 potential influencers to promote the brand
- Created a company profile and a social media analysis with suggestions for future growth

Chapman University – Orange, CA **Spring 2018**
Strategic Marketing & Communications Intern

- Created Weekly Events & Announcement Newsletter for over 10,000 people including Board, staff, and students
- Attended in branding meeting to provide a Latino student perspective and to translate materials to Spanish

Palm Beach State College – Lake Worth, FL **2016 – 2017**
Student Government & Legislative Liaison

- Led a group of 15 students during legislative meetings to advocate for education, youth, and veterans
- Joined over 10 college committees for college affordability and supported the creation of a student thrift store
- Planned and executed over 20 events for students, faculty and staff with attendance ranging from 5 to 100 people

ENTERTAINMENT EXPERIENCE

FOX Entertainment– Los Angeles, CA **Fall 2019**
Casting Intern

- Provided feedback on over 3 scripted drama and comedy projects to support the Development department
- Managed casting general sheets and picture sheets by reading scripts and watching dailies for 2 current dramas
- Supported the office of Eric Souliere during a Casting Call for 9/11 Lone Star
- Assisted with office duties such as filing dailies, talent research, updating binders, and writing reports

AEFH Agency – Los Angeles, CA **Spring 2019**
Talent Intern

- Supported agent Gloria Hinojosa and was assigned to clients Danny Trejo, Gil Birmingham, and Zahn McClarnon
- Managed and updated bi-weekly talent schedules to finalize details for contracts, appearances, and invitations
- Selected talents, sent 5 daily pitches, drafted over 15 deal memos, and tracked negotiations for talent
- Covered the desk for agent, manage Phone Sheets, and End of Days

Underground Films – Los Angeles, CA **Fall 2018**
Talent Management Intern

- Developed script and book coverage for over 20 projects and gave briefs of selected projects to managers
- Worked with managers and writers to research concepts for new projects during the development stages
- Assisted in the creation of pitches and assets for current projects, among other administrative and clerical tasks

SKILLS & INTERESTS

Language:	Bilingual–Spanish and English, Intermediate–Portuguese
Computer:	MS Office Suite (Microsoft Word, Power Point, Outlook), Google Suite, Google Drive, Trello, Dropbox, OneDrive, Qualtrics, Tableau
Editing:	Adobe Suite (Photoshop, InDesign, Lightroom), Reaper (audio), Canva
Entertainment:	Breakdown, LA Casting, Nielsen, IMDb
Social Media:	Instagram, Facebook, Twitter, TikTok, LinkedIn
Soft Skills:	Teamwork, problem solver, dependable, adaptable, proactive, negotiations, communication
Certifications:	Today's Music Industry (West Virginia University, Coursera–2020)
Work Authorization:	Authorized to work in the US
Interests:	Movies and TV, Music, Hiking, Soccer, Watercolor painting, Dogs

LEADERSHIP & SERVICE

- *Member,* The Recording Academy–Grammy U, House of Blues Foundation
- *Founder & President,* Entertainment industry Association
- *Marketing Director,* Latino Business Association
- *Talent Escort,* Billboard Music Awards
- *Volunteer,* MoneyThink Mentor, Habitat for Humanity, Give Kids the World, Tomorrow's Rainbow, TECHO