Paria Assemi
Irvine- assemiparia@gmail.com - (949) 413-1448 - Linkedin

EDUCATION

California State University, Fullerton, College of Communications, Fullerton, CA
Bachelor of Arts in Communications- Concentration: Public Relations
Expected date of graduation: June 2025

Irvine Valley College, Irvine, CA
Irvine Valley College Honors Program
Associates in Arts in Emphasis in Social and Behavioral Sciences, Associates in Arts in Communication Studies, and Associates in Arts in Emphasis in Liberal Studies
February 2021-May 2024

WORK EXPERIENCE

Orange Peel Magazine- Los Angeles, CA ***Creative Director*-December 2023- May 2024**

- Actively managed all social media platforms, creating compelling content for Instagram, Spotify, and TikTok, which increased audience engagement and brand visibility.
- Oversaw project management, coordinating tasks, timelines, and resources to ensure the successful completion of marketing initiatives, while maintaining daily communication with the team for strategic planning.
- Facilitated online social media outreach, resulting in an average weekly increase of 71 followers by implementing consistent and engaging posts across all channels.

RUTHPLUS- Los Angeles, CA ***Social Media Intern*-February 2023- April 2023**

- Managed project oversight, developed strategic marketing plans, and assisted the team with execution and additional needs.
- Developed and managed engaging social media content, curated weekly social media calendars every Sunday, and promoted the artist across various platforms, including active engagement on 12 Discord servers and TikTok, achieving a 25% increase in audience reach.
- Communicated with the team for ongoing and future marketing campaigns, conducted weekly call-in meetings, collaborated across time zones, and researched potential partners.

Tongue Tied Magazine- Los Angeles, CA ***Writer, Photographer, and Spotlight Editor* -May 2022- Present**

- Actively write and publish comprehensive and insightful show reviews, ensuring high-quality content that engages and informs readers.
- Photograph concerts such as: The Cannons, Pitbull, Ricky Martin, Briston Maroney, Lauren Spencer Smith, Banks, Triathlon, and more

SKILLS

Languages: Farsi- Fluent and English- Native
Skills: Social Media Management/Marketing, Blog writing, and content creation
Editing Platforms: Canva, Lightroom, Darkroom, Polarr Pro Photo Editior, and Adobe Photoshop.
Photography: pariaassemiphotography.com