

JOSEPH CARREON

Los Angeles, CA | (510) 896-5080 | joe.carreon5@gmail.com | linkedin.com/in/joecarreon

EDUCATION

University of Southern California

August 2024 - May 2026

Master of Arts, MA PR & Advertising

Relevant Coursework: Persuasive Writing, Fundamentals in PR & Advertising, Audience Data Mining

San Francisco State University

January 2019 - December 2021

Bachelor of Arts (Cum Laude), Broadcast and Electronic Communications Arts

- Minor in Marketing

Relevant Coursework; Brand Strategy, Scriptwriting, Media Aesthetics

EXPERIENCE

Account Strategy

September 2024 - Present

USC PRSSA Warner Brothers Account, Los Angeles, CA

- Lead experiential activation planning for Joker: Folie a Deux, Mickey 17, Sinners, and The Minecraft Movie, crafting immersive brand experiences tailored for student audiences
- Develop and pitch engagement strategies to USC student-run organizations, securing participation and amplifying event reach
- Brainstorm and contribute innovate ideas for experiential activations, social media content, and written materials, ensuring cohesive brand messaging and audience engagement

Podcast Producer

January 2025 - Present

USC Center for PR, Los Angeles, CA

- Oversee podcast script development and structure, ensuring episodes deliver a compelling and cohesive storytelling experience
- Research and craft in-depth interview questions tailored to each guest, driving insightful discussions on key industry topics
- Leverage AI tools to analyze data, summarize reports, and extract key insights, streamlining content development for an informative and engaging podcast

Associate, Office Experience

January 2022 - August 2024

Deloitte, San Francisco, CA

- Developed communication plans across 3 product platforms, optimizing user experience and system functionality by 25%
- Reviewed content for Warner Brothers and Intel, promoting public image of company and increasing brand awareness; developed corporate communications strategy, drafting correspondence for partners and clients
- Reviewed training programs and questionnaires, sharing periodical updates to Production teams, reducing on job training by 25%; managed new hire orientation programs with 2 HR Directors, facilitating onboarding of 10+ interns

Intern, Post Production

January 2020 - December 2021

Repertoire Productions, South San Francisco, CA

- Collated client feedback, liaising with 5 internal teams to address concerns, partnership conflicts, communicating recommendations for enhancing sales channels with 2 interns; provided customized solutions to improve client base by 5%

SKILLS

TECHNICAL: Creative Cloud, Mailchimp, Salesforce, Mention, Orange, Qualtrics, Artificial Intelligence Prompting

MARKETING & COMMUNICATION: Creative Brief, Press release composing, Professional AP style authoring, Information Kit Writing

