

# JOSEPH CARREON

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## EDUCATION

### University of Southern California

Master of Arts, MA PR & Advertising

August 2024 - *Graduation Date:* May 2026

### San Francisco State University

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

January 2019 - December 2021

## EXPERIENCE

### Cultural Streetscaper (Freelance Researcher)

Kantar, Los Angeles, CA

October 2025 - November 2025

- Conducted a full cultural insights mission for Los Angeles, producing trend analysis, cultural commentary, and marketplace examples that informed strategic brand and innovation teams at Kantar
- Synthesized on-the-ground observations, subculture mapping, and consumer behavior shifts to explain what and why cultural patterns emerging in LA mattered for brands and future growth
- Delivered a comprehensive Streetscapes workbook through a structured two-week research sprint, producing a final report aligned with Kantar's standards for quality, timeliness, and commercial application

### Account Services Intern

IW Group, Los Angeles, CA

June 2025 – August 2025

- Supported account teams across high-profile clients including Disney, Walmart, NMGZ, and Napa Valley Film Festival, contributing to multicultural marketing initiatives and brand engagement strategies
- Managed logistical and administrative tasks for NMGZ's Washington, D.C. trip, ensuring accuracy of itineraries and contact lists to streamline cross-agency coordination
- Spearheading intern capstone project focused on analyzing IW Group's hiring pipeline, delivering a strategic brief with actionable insights to enhance talent recruitment and retention

### Account Executive

USC PRSSA Warner Brothers Account & Good Tails Dog Rescue Account, Los Angeles, CA

September 2024 - Present

- Manage a 14-member team to strengthen client collaboration, set clear KPIs, and align members' strengths for greater impact.
- 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

### Podcast Producer

USC Center for PR, Los Angeles, CA

January 2025 - Present

- Manage a 12-member production team, creating a collaborative structure that enhances communication, efficiency, and team performance.
- 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

## SKILLS

**TECHNICAL:** Creative Cloud, Meltwater, Mention, Orange, Qualtrics, Artificial Intelligence Prompting

**MARKETING & COMMUNICATION:** Data Literacy, Creative Brief, Audience Insight, Storytelling & Board Room Presentation, Professional AP style authoring, Information Kit Writing