

Gianna DiGiulio

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EDUCATION

University of Southern California, Los Angeles, CA

May 2025

Annenberg School for Communication and Journalism

Bachelor of Arts in Public Relations, Minors in Marketing and Entertainment Industry

Honors: USC Dean's List (2021-2023 Academic Years)

WORK EXPERIENCE

USC Athletics, Los Angeles, CA

September 2023 - Present

Brand & Communications Intern

- Collaborate with USC video producers, social media director, and graphic designers to develop content for USC Athletic social media accounts, [@sctrojans_baseball](#) (46.7k followers) and [@uscbeach](#) (45.9k followers)
- Write and post press releases on the USC Athletics website and distribute to local and national media
- Coordinate and facilitate media interviews for and with coaches and players, while providing gameday press supervision at events
- Counsel staff, coaches, and student-athletes on public and media relations, including use of social media

24th Street Theatre Company, Los Angeles, CA

September 2022 - Present

Public Relations & Marketing Intern

- Formulate marketing strategies, both institutional and production-focused, to engage fresh audiences for annual programs and productions (performances, workshops, and community events)
- Strategize and manage media content for organization's social media platforms, sustaining a strong online presence across [Instagram](#) (2k followers) and [Facebook](#) (3.7k followers)
- Supervise organization's website, ensuring current and relevant information is readily available for visitors, as well as orchestrate distribution of e-newsletters and mass email campaigns to a contact base exceeding 15k, achieving an impressive 75% open-rate

OLLY, San Francisco, CA

June 2023 - August 2023

Public Relations & Influencer Marketing Intern

- Executed a comprehensive media and blog audit, identifying trends and opportunities to enhance brand's content strategy.
 - Collaborated cross-functionally with social media team to share potential co-branded giveaways, as well as process applications regarding UGC creator partnership
 - Created and maintained master media and influencer trackers, creating an organization system for the department; regularly tracked media coverage to monitor for brand mentions
 - Developed an influencer campaign brief including video concept ideas, messaging, and example partners
 - Supported OLLY's NYC media and influencer event by drafting media briefs and monitoring for social media coverage
 - Crafted media pitches to drive awareness of new and existing product
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LEADERSHIP & INVOLVEMENT

Trojan Filmmakers Club, Social Media Director

- Manage and curate content for [@tfusc](#) (1.5k followers) Instagram account
- Increased quantity of followers by 10.8% and total impressions by 208% in a 60-day period

USC Public Relations Student Society of America, Event Committee Member

- Partner with team members to conceptualize and execute 4-5 social events every semester for organization's 100+ members

USC Annenberg Social Media Desk, Social Media Contributor for [@USCAnnenberg](#) IG account

USC Women & Youth Supporting Each Other (WYSE) Mentorship Program, General Member