

# Saralydia Argumedo

Los Angeles, CA | (213) 425-7043 | saralydiaargumedo06@gmail.com | linkedin.com/in/saralydia-argumedo/

## EXPERIENCE

---

### **Strategy Intern**, Deutsch

Los Angeles, CA

June 2025 - August 2025

- Conducted social listening and competitor analysis for Verizon, Keurig Dr Pepper (Snapple, Peñafiel), and Taco Bell accounts to identify consumer trends and opportunities.
- Developed strategy materials for Snapple, analyzing competitor positioning and audience insights.
- Executed consumer research for Peñafiel in Spanish, gathering focus group data and identifying key audience themes.
- Shadowed strategists in creative brief and strategy sessions, contributing audience insights to campaign development.

### **Social Media Intern**, California State University Dominguez Hills Athletics Department

Carson, CA

August 2023 - May 2025

- Created game-day graphics and managed social media content, boosting online engagement for athletics accounts.
- Supported daily athletics communications with recaps, promotions, and event coverage.
- Collaborated with the marketing team to execute athletics promotional projects.

### **Brand Ambassador**, Wasserman Next Gen

Carson, CA

August 2023 - May 2024

- Promoted Amazon Prime Student benefits through weekly Instagram and TikTok campaigns.
- Engaged students on campus through events and activations, driving sign-ups for Prime Student using a personal affiliate link.
- Submitted weekly performance reports tracking campaign reach and engagement.

## EDUCATION

---

### **University of Southern California**

Los Angeles, CA

Master of Arts: Public Relations and Advertising

August 2025 - May 2027

### **California State University Dominguez Hills**

Carson, CA

Bachelor of Arts: Advertising and Public Relations

August 2021 - May 2025

## LEADERSHIP AND INVOLVEMENT

---

### **MAIP Fellow**, Multicultural Advertising Intern Program (MAIP)

February 2025 - August 2025

### **Vice President**, Sigma Lambda Gamma National Sorority Inc.

May 2024 - May 2025

### **President**, Movimiento Estudiantil Chicanx de Aztlan (M.E.Ch.A.)

August 2023 - August 2024

## SKILLS

---

Microsoft: Word, Excel, PowerPoint

Adobe: Photoshop, Premiere Pro, InDesign

CapCut

Canva

## LANGUAGES

---

- Fluent in English and Spanish