

SARALYDIA ARGUMEDO

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

EDUCATION

University of Southern California Los Angeles, CA
Master of Arts: Public Relation and Advertising August 2025-December 2026

California State University Dominguez Hills Carson, CA
Bachelor of Arts: Advertising and Public Relations August 2021-May 2025

EXPERIENCE

University of Southern California Office Academic Programs Los Angeles, CA
Marketing Intern December 2025-Present

- Collaborate with the Vice Provost for Academic Programs and the Dean of the Graduate School to develop and execute a Spring social media campaign
- Plan and manage strategic content for Summer Term courses, including regular posts designed with Canva and CapCut
- Produce and edit 60-second promotional course videos using Adobe Creative Suite
- Manage the Summer Term Instagram account and oversee audience engagement
- Serve as primary point of contact for marketing materials and leverage synthetic audience tools to develop targeted strategies for prospective students

Chef Trev Presents Los Angeles, CA
Strategy Intern December 2025-March 2026

- Conducted multi-market research (Los Angeles, Phoenix/Scottsdale, Washington DC, San Francisco) on private chef services, supper clubs, and cooking classes, analyzing pricing, demand, and competitive positioning to inform expansion strategy
- Performed competitive analysis and social listening across chefs, platforms, and experiential dining brands to identify customer motivations, content trends, and differentiation opportunities
- Built targeted partnership pipelines by sourcing and qualifying CPG and hospitality brands; created outreach lists with contacts, audience fit, and collaboration concepts
- Supported business development initiatives by contributing to pitch deck creation and researching partnership opportunities for private dining experiences and brand collaborations

Deutsch Los Angeles, CA
Strategy Intern 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
- Created 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

Cal State University Dominguez Hills Athletics Department Carson, CA
Marketing and Promotions Intern August 2023-May 2025

- Supported athletics communications by producing game recaps, promotional content, and event coverage while collaborating with marketing team on campaigns
- Designed game-day graphics and website visuals using Adobe Creative Suite and developed content for Instagram and X
- Analyzed social media performance and captured photo/video content at athletic events to enhance engagement across platforms

Wasserman Next Gen Carson, CA
Brand Ambassador August 2023-May 2024

- Completed a 1-week virtual onboarding and training program, preparing for campaign execution across required platforms
- Promoted Amazon Prime Student for 8–10 hours per week over a 6-week campaign through Instagram, TikTok, and by hosting on-campus activations
- Drove student engagement and sign-ups using personalized affiliate links while collaborating daily with Wasserman Next Gen

SKILLS

- Microsoft Office (Word, Powerpoint, Excel) | Google Suite | Adobe Photoshop, Premiere Pro, InDesign | Canva | CapCut
- English and Spanish