

Claire Yim

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EDUCATION

University of Southern California

Master of Arts, Public Relations and Advertising

- GPA: 4.0

May 2024
Los Angeles, CA

University of California, Irvine

Bachelor of Arts, Major in Psychological Science

- GPA: 3.991 | Dean's List all academic quarters

June 2022
Irvine, CA

RELEVANT EXPERIENCE

NBCUniversal

September 2022 - April 2023

Scripted Publicity & Strategic Communications Intern

Universal City, CA

- Draft press materials including clip reports, raves, media lists, and clip-pulls for shows such as *New Amsterdam*, *Quantum Leap*, and *American Auto*
- Maintain internal communication through daily company newsletters, one-sheets, and daily TV ratings reports
- Draft and send out media pitches to entertainment journalists for upcoming press junkets or promotional opportunities
- Assist both external and internal in-person company events including the 2023 Television Critics Association (TCA) and Peacock Day
- Extended from Fall 2022 to Spring 2023 intern due to positive performance on the team

SubKulture Entertainment

July 2021 - December 2021

PR & Marketing Intern

Anaheim, CA

- Collected data regarding relevant social media trends, social media influencers, and Western press/media outlets (digital programming and engagement)
- Brainstormed and created social media content that promoted the company's K-Pop merchandise e-commerce site such as "Lightstick of the Month" on digital platforms Instagram and TikTok
- Translated celebrity interviews from Korean to English and vice versa for media outlets such as Teen Vogue and Buzzfeed
- Drafted biography pitches and press releases for an upcoming Asian American R&B artist

ADDITIONAL EXPERIENCE

Veterans Legal Institute

March 2021 - June 2021

Legal Assistant Intern

Tustin, CA

- Collaborated with Human Resources Team to help future interns succeed by creating onboarding tools such as an "Orientation Packet"
- Completed administrative tasks including scheduling appointments, organizing clientele, and sending professional emails
- Initiated company improvement by pitching and starting projects that increased company-wide productivity such as restructuring the intern/volunteer hour-tracking system

UC Irvine Division of Continuing Education

February 2020 - August 2021

Conversation Partner

Irvine, CA

- Conversated with and improved the English conversational skills of ~18 college students from international universities both in-person and online
- Introduced American culture to international students by hosting interactive events such as a Valentine's Day card decorating party and a bowling day, attendees ranging from 12 to 15 students each event

SKILLS

- Google Drive, Microsoft 365, Muck Rack, Canva