

AMERA FINNIE

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Education

USC Annenberg School for Communication and Journalism, Los Angeles

- M.A. in PR and Advertising **Spring 2026**
- B.A. in Communication, Minor in Marketing **Spring 2025**
- Annenberg School for Communication and Journalism, Dean's List, GPA: 3.91

Experience

Modern Currency PR, Los Angeles

Fall 2024

PR Associate

- Monitored media coverage and drafted comprehensive reports to provide clients with detailed insights on campaign progress and performance
- Curated detailed briefing books for client engagements and media outreach initiatives
- Coordinated influencer partnerships and press trips to promote destination experiences and hospitality services
- Developed quarterly PR and digital marketing reports to showcase key metrics, insights, and ROI

JSA+ Partners, Los Angeles

Summer 2024

PR & Marketing Intern

- Composed bylines to elevate the CEO's profile and presence in prominent publications such as Forbes
- Pitched over 100 reporters, cultivating strong relationships with clients and reporters to enhance brand visibility
- Delivered briefings to client executives on media interviews, thought leadership initiatives, and key events
- Successfully submitted clients for industry awards, enhancing their recognition and credibility

HydraFacial, BeautyHealth, Long Beach, CA

Summer 2023

Corporate Affairs Intern

- Created content for corporate social channels, responsible for driving 40% in engagement, 56% in impressions, 5% in follower growth over two months
- Supported the CEO's social presence and personal brand on LinkedIn and Instagram
- Conducted market research, analyzed consumer trends, and researched competitive statistics to inform the early development stages of the company's first Global Skincare Report
- Built on the PR toolkit by drafting a press release template for partners to announce the availability of HydraFacial treatments at their practice and amplify the brand's earned media value (EMV)

Active Minds, Washington, D.C.

Summer 2022

Communications Intern

- Led, created, and presented the communication outline for the launch of 988 (suicide prevention hotline)
- Spoke on behalf of the organization at the Arbonne Foundation Empower Live 2023 conference (5,000 people)

Annenberg Media Center, Los Angeles

2022-2024

Social Media Creator

- Create engaging content that highlights campus events and activities, including the most-viewed and most-liked TikTok in brand history, and craft captivating captions across all social media platforms
- Produce TikTok content featuring interviews with USC students and skillfully edit videos using Adobe Premiere Pro, contributing to a 150% increase in TikTok followers

Annenberg Inclusion Initiative, Los Angeles

2023

Research Assistant

- Conducted quantitative research through entertainment content analysis that examined diversity and inclusion

Extracurricular Activities

USC WYSE (Women and Youth Supporting Each other), Los Angeles

2023-Present

- Mentor and educate local middle school girls on conflict resolution, sexual health, and healthy relationships

Skills & Personal Interests

- **Skills:** Adobe InDesign, Adobe Illustration, Adobe Premiere, WordPress, Muck Rack, Canva, Cision, PowerPoint
- **Interests:** Trader Joe's enthusiast, Photography, Traveling, Fantasy Football, Golf, Ping Pong