

JUSTINE CACDAC

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EDUCATION

University of Southern California | Los Angeles, CA
Master of Arts in Public Relations and Advertising

Expected Graduation: 05/2024

San Jose State University | San Jose, CA
Bachelor of Science in Public Relations
Deans Scholar for Spring 2020, Fall 2021, Spring 2021

Graduation: 05/2021

EXPERIENCE

JS2 Public Relations | Los Angeles, CA

09/2022 - Present

Account Executive (*Formerly Account Coordinator 9/22-3/22*)

- Effectively manage multiple accounts by drafting daily pitches, media alerts, client-facing meeting agendas and recaps, updating media lists and client coverage books, distributing mass pitches and proactively follow up on current pitching efforts
- Provide strategic recommendations and creative counsel for clients on a weekly, monthly and quarterly basis
- Coordinate media sample requests and interviews for editorial opportunities
- Train interns and delegate tasks according to skillsets and experience

The Ameswell Hotel | Mountain View, CA

Marketing Coordinator

12/2021 - 08/2022

- Created/designed, brainstormed and deployed ads on social media (LinkedIn, Instagram, Facebook) based on performance data from prior ads and identify opportunities for ad placement (Modern Luxury Magazine, local town newsletters)
- Generated weekly marketing reports consisting of website KPIs, top traffic sources, paid media performance and Google ads campaigns overview and recommended how to improve results for the following week
- Draft and scheduled marketing emails monthly that feature on-site property specials, rates, and LTOs to generate revenue and awareness (Generated YTD 2022: \$234,169)
- Maintained existing partnerships for key stakeholders (such as Juice Beauty) by coordinating on-site events, researching and inviting potential influencers, reporting back on KPIs and success of events

Dwight, Bentel & Hall Communications Agency | San Jose, CA

08/2020 - 05/2021

Public Relations and Social Media Account Lead Intern

- Managed two accounts as account lead and delegated team members to designated tasks regarding their areas of expertise
- Pitched to media outlets and journalists and gained publicity and coverage for one client twice
- Promoted the "David Mirisch: The Man Behind the Golden Stars" documentary, a three-time official selection in the film festival circuit, through social media efforts and press kit curation
- Executed multiple social media campaigns that consisted of boosting brand awareness and promotions of products and services
- Composed and revised press releases, pitch letters, media alerts, press kits, and media lists for four accounts

CERTIFICATES AND TOOLS

Certificates: Hubspot: Digital Marketing | Hubspot: Social Media Marketing | LinkedIn: Online Marketing Foundations | LinkedIn: SEO Foundations | LinkedIn: Digital Marketing Foundations

Tools: Adobe: Indesign, Photoshop, Premiere Pro | Cision | MuckRack | CoverageBooks