

EVA CAZAR YANKOVIC

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SKILLS

- **Analytics and Tools (Proficient):** Excel, Performance Tracking, Reporting, A/B Testing, GA4 (Intermediate), CRM (HubSpot, Mailchimp, Microsoft Office Suite (Word, PowerPoint, Excel), Adobe Photoshop, Illustrator
- **Media & Strategy (Proficient):** Media Planning, Competitive Analysis, Campaign Strategy, Consumer Insights
- **Operations & Execution (Proficient):** Cross-Functional Coordination, Project & Timeline Management, Stakeholder Communication, Asset Coordination
- **Languages and Certifications:** English (Native), Spanish (Native); HubSpot Social Media Marketing; Google Ads (In Progress)

EXPERIENCE

MOVI COLLECTIVE

Los Angeles, CA

Content, Marketing and Events Intern

July 2025-October 2025

- Developed and implemented 'Movi Content and Engagement Framework,' defining formats, cadences, and KPIs to establish a content baseline, resulting in a 20%+ boost in engagement.
- Authored social copy and designed graphics for LinkedIn and Substack using Canva and Illustrator, collaborating cross-departmentally to ensure posts were delivered on schedule.
- Tested amplification strategies across 20-30 posts per month, finding that member spotlights and tagging significantly expanded reach and engagement.
- Analyzed content performance against defined KPIs, providing data-driven insights that informed future strategy and drove 20% improvement in key engagement metrics.

CLD PR FIRM

Los Angeles, CA

Public Relations Intern

January 2025-May 2025

- Maintained an Excel-based performance tracker, monitoring media placements and impressions across client accounts; identifying major discrepancies and producing reports that informed campaign decisions and new business recommendations.
- Developed targeted outreach lists of 100+ influencers and brand partners by vetting audience fit, content style, and past campaign performance to support fashion and beauty launches.
- Facilitated planning and onsite execution for 8+ client events (50–150 attendees), coordinating billing department, vendors, talent, media, and partners to maximize coverage and brand visibility.

NTA Talent Agency

Los Angeles, CA

Marketing and Public Relations Intern

August 2024-December 2024

- Produced brand kits and promotional materials for a diverse roster of 10+ clients, organizing visual assets and key messaging to ensure consistent representation across outreach and campaigns.
- Built targeted brand lists and drafted outreach emails for specific clients, helping secure 5+ brand partnerships.
- Referred directly by supervisor to personally advise 2 clients in the entertainment industry on social media growth strategies, providing recommendations on content, media trends, platform selection, and audience engagement.

RELEVANT PROJECTS

CLEARSTEM

Los Angeles, CA

Structured Inquiry in Public Relations

Spring 2025

- Served as Plan Team lead on a semester-long integrated PR campaign for skincare brand CLEARSTEM, managing 12 peers across strategy, application, and measurement.
- Coordinated directly with the Research Team lead to translate consumer and competitive insights into campaign objectives and team assignments.
- Communicated with the actual CLEARSTEM client throughout the process, gathering feedback and ensuring deliverables aligned with brand goals.
- Presented the final 36-page campaign to the client, covering big idea development, tactical applications, and measurement frameworks.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles, CA

Annenberg School for Communication and Journalism; Marshall School of Business

Graduated May 2026

Bachelor of Arts in Public Relations and Advertising; Minor in Business

GPA: 3.7