

# Reema Haque

---

[reema.haque47@gmail.com](mailto:reema.haque47@gmail.com) | [818-590-9333](tel:818-590-9333) | [LinkedIn](#) | [Portfolio](#)

## Education

**Masters of Arts** in Public Relations and Advertising

August 2025-Present

Expected Graduation Date: May 2027

University of Southern California (USC)

**Bachelor of Arts** in Communication Studies

May 2023

California State University, Northridge (CSUN)

**Awards/Honors:** Dean's List: Fall 2019-Spring 2023; Commitment Award by CSUN's University Student

Union: May 2023

## Experience

**Assistant Account Executive**

July 2023-November 2025

*JS2 PR*

Los Angeles, CA

- Served as day-to-day contact across multiple restaurant and hospitality accounts, managing ongoing client communication timelines and deliverables
- Cultivated and maintained relationships with journalists and media outlets, securing placements in top-tier publications, such as *Los Angeles Times*, *L.A. Taco*, *KTLA*, *KCAL*, and *NBC*
- Wrote and pitched news and feature story angles aligned with client goals and media interests
- Contributed strategic input to client onboarding by developing PR strategies, timelines, biographies, boilerplates, and fact sheets through in-depth research
- Designed and executed engaging client newsletters on dining-related services, events and promotions, resulting in an open rate of 40% across campaigns
- Executed effective ad campaigns for 11 social media accounts, resulting in 804k views total
- Supervised and mentored interns every semester of the school year through consistent check-ins, hands-on training and counseling, leading to one intern getting hired back as a full-time employee

**Public Relations Assistant**

May 2021-July 2023

*CSUN's University Student Union*

Northridge, CA

- Drafted and distributed 113 press releases and media alerts publicizing campus-wide services and operational programs for diverse student populations, securing 49 media placements, including the *Los Angeles Daily News*
- Assisted executive leadership in producing copies and speaking for the Executive Annual Report, effectively communicating the non-profit's successes throughout the academic year
- Founded and led social media campaign "Matador Spotlight," which highlighted student stories to 12,000 followers on Instagram, resulting in 4,000 views per post

**Marketing and Communications Intern**

June 2021-August 2021

*Wiki Education*

Chico, CA

- Created Google Ads to promote Wiki Education courses for brand visibility for new students
- Produced social media posts on Twitter/Facebook showcasing Wiki Education students
- Published success stories about diverse students on the Wiki Education website

## Skills and Characteristics

Proficiency with MailChimp, Canva, CapCut, MuckRack, CoverageBook, Google Ads, Meta Ads, Adobe Photoshop, Adobe Premiere Pro and DaVinci Resolve; Determined, Event Planner, Organized, Collaboration