

# REEMA HAQUE

## PUBLICIST

### CONTACT

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### EDUCATION

#### MASTER OF ARTS

Public Relations and Advertising  
University of Southern California

Expected May 2027

#### BACHELOR OF ARTS

Communication Studies  
California State University, Northridge

May 2023

### SUMMARY

Results-driven PR professional with 4 years of experience in media relations, strategic storytelling and content creation. Passionate about consumer tech, gaming and digital media.

### SKILLS

- Media relations and pitching
- Press release writing
- Client timelines, fact sheets and press kits
- Media list development using Muck Rack
- Coverage tracking on CoverageBook and Google Alerts
- Social Media Management including content creation and paid ads
- Newsletter campaigns

### EXPERIENCE

#### ASSISTANT ACCOUNT EXECUTIVE

JS2 PR

Los Angeles, CA

##### July 2023-November 2025

- 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 the *Los Angeles Times*, *L.A. Taco*, *The Infatuation*, *SFGATE* and *KCAL*
- Developed strategic input to client onboarding materials, including timelines, biographies, boilerplates, and fact sheets
- 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

#### PUBLIC RELATIONS ASSISTANT

CSUN's University Student Union

Northridge, CA

##### May 2021-July 2023

- Crafted 113 press releases and media alerts publicizing services and programs surrounding fitness, LGBTQIA+, and the undocumented community, resulting in 49 media placements, such as *Los Angeles Daily News* and *Sundial*
- Assisted administration in writing copy and preparing remarks for the Executive Annual Report, effectively communicating the non-profit's successes throughout the year
- Initiated the social media campaign, "Matador Spotlight," which highlighted student stories to 12,000 Instagram followers, resulting in 4,000 views per post

#### MARKETING AND COMMUNICATIONS INTERN

Wiki Education

Chico, CA

##### June 2021-August 2021

- Created Google Ads to promote Wiki Education courses for brand visibility
- Produced social media posts on Twitter/Facebook showcasing students
- Authored student success stories on the website using WordPress

### PERSONAL PROJECT

#### GAMING AND TECH CONTENT CREATOR

TikTok (@rosy.ree)

Los Angeles, CA

##### August 2022- Present

- Produced original short-form video content covering gaming culture, PC setup inspiration and tech reviews for an engaged audience of 4,500 followers and 137K+ likes
- Independently manage content strategy, scripting, filming and editing