

CHANNING SPARKS

CREATIVE

RESUMES ARE BORING, BUT I'M NOT.

CONTACT

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EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA
MA in Public Relations & Advertising
AUG 2022 - MAY 2024

ILLINOIS STATE UNIVERSITY
BS in Mass Media: Media Management, Promotions & Sales
Minor in Dance Performance
AUG 2017 - MAY 2021

SKILLS

- Microsoft Office
- Canva Pro Graphics
- Social Media Management
- Social Media Content Creation
- Social Media Vetting
- Marketing
- Project Management
- Adobe Audition
- Final Cut Pro
- Audio Soundboard
- Basic German Proficiency
- Ballet, Jazz, Contemporary, Hip Hop & Modern Dance Techniques

EXPERIENCE

INFLUENCER MARKETING COORDINATOR



INFLUENCER MARKETING INTERN

Reach Agency

JAN 2024 - MAY 2024, AUG 2024 - PRESENT

- Participate in day-to-day operations for the influencer team
- Develop and execute campaigns
- Manage database projects in CreatorIQ
- Conduct talent searches and qualification processes; including brand safety, audience qualification, vetting, etc.
- Track audience sentiment and flag potential issues; including influencer behavior, that could negatively impact a campaign or client

TIK TOK AFFILIATE MANAGER — CONTRACT

Trademark Beauty

MAY 2024 - JULY 2024

- Identified and maintained relationships creators who align with the brand's goals and values
- Content creation for email marketing, and social post
- Managed TikTok Shop affiliate program to encourage creators to promote the brand and its products
- Collected feedback from creators, affiliates, and the TikTok community to improve initiatives and strategies

TALENT ESCORT

GVF Productions (Latreese Klein)

FEB 2024

- Talent Escort for the **2024 Grammys Premiere Ceremony** for Grammy Nominee *Carly Pearce*

GRADUATE RESEARCH ASSOCIATE

USC Annenberg Center for Public Relations

AUG 2023 - MAY 2024

- Contributor in USC Annenberg 2024 Relevance Report on AI
- Utilized social media marketing tools to create and maintain the brand
- Provided support and created content for the center, primarily for the podcast and social media team

PUBLIC RELATIONS INTERN

AM PR Group

FEB 2023 - JAN 2024

- Worked the **2023 Beyoncé Renaissance Movie Premiere** at the Samuel Goldwyn Theatre
- Developed media pitches, press releases, client memos, and contacts
- Assisted account executives in researching media coverage
- Attended staff meetings and collaborated on upcoming client content
- Coordinated and helped execute client events on the ground