

Maya Malekian

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Education

Boston University College of Communication

Boston, MA

Bachelor of Science in Journalism, Bachelor of Science in Communication

September 2020

Emphasis in Public Relations (3.7/4.0)

Relevant Coursework: Media Relations Strategy and Management, Crisis Communications, Media Law and Ethics, Persuasion Theory, Travel Journalism, Online Journalism

Activities: PRSSA, Expat Society, Armenian Student Association, BUTV10, BU Prague study abroad program

Relevant Experience

Allied Global Marketing

Boston, MA

Warner Brothers Studio College Ambassador

January 2020 – Present

- Brainstormed and executed on-campus events, influencer and social media partnerships as well as organized college screenings to raise awareness and interest for upcoming films, which regularly attracted 500+ students
- Collaborated with on-campus publications and media outlets for promotions and publicity while regularly reporting and communicating with agency and submitted a recap report and photos to the studio upon completion

Field Marketing Intern

September – December 2019

- Arranged and produced promotional events such as themed bar nights, screening receptions and activations for entertainment clients' upcoming film/television releases
- Researched publicity angles and pitched to local and college media, organizations and local businesses to promote film screenings and releases through social media and influencer partnerships
- Managed activations and events for high-profile clients including Apple TV+ with discretion and professionalism

PRLab

Boston, MA

Account Supervisor

September – December 2019

- Facilitated productivity between two account teams and our clients in the nonprofit and consumer goods sectors
- Guided teams with strategic recommendations in the execution of social media campaigns, website redesigns, assembly of press kits media lists with over 200 contacts, event planning, and product launches

Additional Experience

The Collected Group

Boston, MA

Sales Supervisor at Joie

January 2020 – Present

- Encouraged sales associates to meet or exceed store sale goals by explaining key performance indicators as well as consistently exceeding set goals through clientele outreach and development of customer loyalty
- Stimulated teamwork and motivation by sharing effective selling techniques amidst challenging circumstances including the impacts of harsh winters and remote work due to pandemic outbreak

College of Communication Student Assembly

Boston, MA

President

May 2019 – Present

- Chaired meetings with members to discuss and address students' concerns as well as established forums for students and student organizations to engage with one another through fostering community
- Collaborated with faculty members and college dean to create opportunities for strengthening relationships with students through events, meetings and virtual town halls

Skills

Computer Skills: Hootsuite, Canva, HubSpot, WordPress, Wix, Adobe Photoshop, Adobe Premiere and Adobe Illustrator

Research Skills: SPSS, Microsoft Excel, Microsoft Outlook, Qualtrics, Cision, Google Trends and Google Analytics

Language Skills: Armenian (fluent) and Spanish (conversational)

Published in the New York Times, Belmont Citizen-Herald and Watertown TAB