

JUSTINE CACDAC

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EDUCATION

University of Southern California | Los Angeles, CA
Master of Arts in Public Relations and Advertising

Graduated: 2024

San Jose State University | San Jose, CA
Bachelor of Science in Public Relations

Graduated: 2021

EXPERIENCE

GV Public Relations | *Account Executive* - Los Angeles, CA

10/2024 - present

- Secure media placements by distributing strategic pitches, press releases and cultivating relationships with national and regional journalists, producers and influencers
- Write engaging and brand-aligned content for company social media platform, company blog page and newsletters and ongoing for client media kits including boilerplates, fact sheets, executive and chef biographies and more
- Conduct new business outreach by delivering tailored pitch presentations to executive stakeholders and designing compelling proposal decks
- Travel to client establishments for on-site immersion, conducting strategic assessments and developing 6-month PR plans
- Broker strategic brand partnerships, facilitating creative collaborations to enhance client exposure and audience reach
- Maintain awareness of key media awards, events and festivals, ensuring appropriate clients are submitted
- Create comprehensive monthly reports highlighting KPIs and metrics surrounding editorial placements and social media coverage

JS2 Public Relations | Los Angeles, CA

09/2022 - 10/2024

Account Coordinator (09/2022 - 03/2023)

Account Executive (03/2023 - 10/2024)

- Managed multiple accounts by writing and distributing daily, timely and evergreen pitches, media alerts, client-facing meeting agendas and recaps while updating media lists and client coverage books, sourcing and inviting media and influencers, and proactively follow up on ongoing project efforts
- Secured high-quality, impactful editorial placements and broadcast segments for clients on a monthly basis generating UVM of 500,000+ each month
- Created brand-aligned social media content and wrote compelling copy for social media captions, email marketing newsletters and yearly company blog posts
- Coordinated ongoing media sample requests and facilitated interviews for editorial opportunities
- Helmed the agency's intern program by assisting in the hiring and training process, creating progress documents, and delivering monthly reviews

The Ameswell Hotel | *Marketing Coordinator* - Mountain View, CA

05/2021 - 08/2022

- Created/designed and deployed ads on social media (LinkedIn, Instagram, Facebook) based on performance data from prior ads and identified opportunities for local ad placements (Modern Luxury Magazine, Palo Alto Online, Patch, etc.)
- Wrote and updated copy on consumer facing platforms including property website, OpenTable, WeddingWire, social media channels and other platforms

- Drafted and scheduled marketing emails monthly that featured on-site property specials, rates, and LTOs to generate revenue and awareness (Generated YTD 2022: \$234,169)
- Sourced, invited and hosted travel, foodie and lifestyle influencers through Curacity and Phlanx platforms to visit the property in exchange for complete social media coverage
- Generated weekly marketing reports consisting of website KPIs, top traffic sources, paid media performance and Google ads campaigns overview and recommended how to improve results for the following week
- Hosted visiting media sent by the property's PR agency through onsite tours

Dwight, Bentel & Hall Communications Agency | *Public Relations Intern* - San Jose, CA **08/2020 - 05/2021**

- Composed and revised press releases, pitches, media alerts, press kits and media lists for four accounts
- Research industry trends and analyze current client strategies to best align with outreach
- Executed multiple social media campaigns that consisted of boosting brand awareness and promotions of products and services

SKILLS

Tools: Adobe: Indesign, Photoshop, Premiere Pro | Canva | MuckRack | CoverageBooks | WordPress | MailChimp