

Scout Jacobs

Los Angeles, CA • scout.ione37@gmail.com • 503.860.8475 • <https://www.linkedin.com/in/scoutjacobs/> • <https://scoutjacobs.com/>

EDUCATION

Loyola Marymount University

Los Angeles, CA

Journalism & English Double Major. 3.8 GPA. LMU Dean's List of 2021 - 2024

Relevant Coursework: Designing for Journalism, Literature & Photography, Data Visualization

PUBLIC RELATIONS & COMMUNICATIONS EXPERIENCE

PR & Marketing Intern

Swell Education LLC

Aug. 2024 – Present

- Manage social media accounts and create engaging graphics on Canva, enhancing brand visibility and engagement
- Analyze social media metrics to refine posting strategies, improving audience interaction
- Research social media trends and patterns

Content Production Intern

Advize LLC

May 2024 – Aug. 2024

- Collaborate with team members on cold outreach strategies, securing 50 interviews with professionals in over 30+ industries, achieving 100% outreach goals
- Conduct market research to identify potential leads and opportunities, fostering new professional connections

Special Events Coordinator Assistant, College of Business Administration

Loyola Marymount University

Sept. 2022 – Present

- Create promotional materials to attract event attendees, utilizing creative skills to enhance visibility
- Organize and execute events for College of Business Administration faculty and students
- Assist in efficient and smooth execution of guest speaker presentations, award ceremonies, and networking events

EDITORIAL EXPERIENCE

Freelance Reporter

The Wave Publications

May 2024

- Pitch article ideas focused on South LA, developing persuasive narratives that engages audience
- Conduct professional interviews, craft concise articles, & gather professional photos
- Work with editor to fine-tune stories

Editorial Intern

DeVorss & Co

Nov. 2023 – Aug. 2024

- Review over 5 manuscripts and provide constructive feedback on structure, format, and content
- Develop over 5 book marketing pitches to apply for Publisher's Weekly reviews
- Complete 2 Book Coverages and design over 6 book covers

City Editor

The Lion

Sept. 2023 – Dec. 2023

- Conduct professional interviews
- Pitch and craft over 5 articles about LA and LMU
- Set deadlines for reporters and edit peers' articles

COMMUNITY ENGAGEMENT

Isang Bansa (Filipino Cultural Club): Engage in community cultural events such as Pistahan and Friendship Games

Sigma Tau Delta (English Honors Society): Attend events such as guest speakers/panels, engage with fellow English students

SKILLS

Technical: InDesign, Photoshop, WordPress, MS Office, Google Office, Canva

Professional: Interpersonal Communication, Time Management, Research, Graphic Design, Interviewing, Content Creation