

# Scout Jacobs

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## EDUCATION

### Loyola Marymount University

Los Angeles, CA

Journalism & English Double Major. Specialization: Literature & Multimedia. Magna Cum Laude.

Relevant Coursework: Design for Journalism, Literature & Photography, Audience Engagement for Journalism

## MARKETING & COMMUNICATIONS EXPERIENCE

### Content Marketing Intern

#### Cy Rogers Partnerships

Jan. 2025 – May 2025

- Curate media lists & conduct media pitches securing 2 media placements for 2 clients
- Craft strategic SEO-optimized copy for client websites, social media, and email newsletters to boost online visibility
- Design unique Meta ad creatives to boost client engagement

### PR & Marketing Intern

#### Swell Education LLC

Aug. 2024 – Dec. 2024

- 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 – Jan. 2025

- 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

### 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 work with publisher to design a book cover

### 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

## SKILLS

**Technical:** InDesign, Photoshop, WordPress, MS Office, Google Office, Canva, Mailchimp, Sendible, Muck Rack

**Professional:** Interpersonal Communication, Research, Interviewing, Copywriting, Content Creation, Media Pitching