

# Amanda Lopez

1 LMU Drive, Los Angeles, CA 90045 · 909.680.1042 · amandaklopez2013@verizon.net

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## EDUCATION

**Loyola Marymount University (LMU):** Los Angeles, CA  
Bachelor of Business Administration in Marketing | English Minor in Journalism  
M-School Institute of Marketing at LMU

May 2017

## EXPERIENCE

**Los Angeles Loyolan:** LMU, Los Angeles, CA  
*News Editor*

Aug 2015-Present

- Plan news content for weekly print edition of LMU's newspaper, as well as 6 days worth of online content
- Construct layout of 5 news pages per week on Adobe InDesign and write 3 to 4 news articles per week
- Proofread and copy edit submitted news articles and supervise, train and motivate 5 news team members
- Actively seek out weekly story ideas and delegate weekly assignments to news team

*Assistant News Editor*

Feb 2014-Aug 2015

- Wrote 2 to 3 news articles per week and met strict deadlines for print newspaper and website
- Conducted research, transcribed in-depth interviews and maintained ability to work in fast-paced environment
- Creatively promoted print and digital content via social media channels such as Twitter and Facebook

**School of Film & Television (SFTV):** LMU, Los Angeles, CA  
*Communications Assistant*

Jan 2015-Present

- Write regular blog posts on SFTV Loglines blog and update social media several times per week
- Cover SFTV events such as The Hollywood Masters series, moderated by *The Hollywood Reporter*
- Engage in social media monitoring and compile press clips related to SFTV
- Research SFTV news, student and alumni updates and industry information

**Warner Brothers Records (WBR):** Burbank, CA  
*Sales Intern*

June 2015-Aug 2015

- Organized daily charts on Excel to track WBR artists' songs and albums on iTunes, Spotify and Amazon
- Analyzed and compared amount of times WBR songs are streamed per week using Spotify Analytics
- Conducted market research to create sales and marketing plan centered around upcoming album release
- Explored and brainstormed retail marketing opportunities to promote WBR artists

**Career and Professional Development:** LMU, Los Angeles, CA  
*Office Assistant*

Sept 2013-Dec 2014

- Prepared and updated informational guides and presentations for students and career counselors
- Designed and edited flyers and signs using Adobe InDesign and Photoshop
- Assisted students with resumes and LionJobs job database and collected I-9 work forms

## SKILLS

**Computer:** PC and MAC; Adobe InDesign; Microsoft Word, Excel, PowerPoint, Outlook; WordPress; Keynote; Google Drive; Dropbox; Blox CMS; Camayak; Hootsuite; EventBrite; iMovie; Flickr; Facebook; Twitter; Instagram; Tumblr

**Language:** Basic Spanish

**Activities:** Pi Beta Phi Fraternity for Women; Chair of Pi Phi Relations Committee