

# EMILY TREVINO

emilyitrevino@gmail.com • (210) 596-7944 • LinkedIn.com/in/emilyitrevino/ • emilyitrevino.com

## EXPERIENCE

---

**Red Light Management** – *Social Media Marketing Intern*; Los Angeles, CA Jan 2026 – May 2026

- Developed data-informed social media rollout and marketing campaign for Bob Moses to expand audience engagement
- Drove release rollouts through DSP playlist pitching, platform submissions, and Meta ad execution
- Created digital ad assets for Crankdat and Subtronics, including an ad on Subtronic's official account that generated 13K+ likes

**CLD PR** – *Intern*; Los Angeles, CA Jan 2026 – April 2026

- Researched media, influencers and celebrities for outreach and gifting to secure placements and boost brand visibility
- Prepared samples for editorial fittings and source trend-forward items for showroom while maintaining organized operations
- Crafted media pitches for seasonal campaigns, fashion features, and brand placements to support editorial coverage

**Sarah Sharp Jazz Vocalist** – *Intern*; Austin, TX Aug 2025 – Jan 2026

- Assisted in managing external communications for Sarah's upcoming album to support promotional outreach
- Developed creative ideas and conducted research to enhance publicity for Sarah's upcoming album release
- Filmed and edited content for multiple Instagram accounts, including Sarah's, using Premiere Pro to drive promotional efforts

**Texas Global Abroad** – *Global Ambassador*; Sydney, Australia June 2025 – Aug 2025

- Produced visual content for a two-day Instagram takeover on Texas Global's account to promote global engagement at UT
- Created a blog post detailing my five weeks in Australia, sharing guidance and providing relatable insights for a diverse audience
- Engaged with audience on a UT professional account, answering questions and comments to strengthen interaction

**Bath and Body Works** – *Seasonal Associate*; Selma, TX May 2023 – Dec 2024

- Operated cash register and efficiently handled financial transactions, multitasking to assist customers and generate sales
- Interacted with customers by providing attentive and excellent service to build loyalty and entice them to return
- Maintained efficiency in a fast-paced, high-volume workplace, sustaining smooth operations

**Sports Radio America** – *Writer*; Austin, TX June 2024 – Sept 2024

- Wrote articles on multiple sports events, highlighting the University of Texas athletics
- Photographed images for articles, supporting written content and visual engagement
- Pitched story ideas consistently, expanding coverage and readership interest

## CREATIVE PROJECTS

---

**Red River Reverb, Concert** – *Talent Manager*; Austin, TX Jan 2025 – April 2025

- Represented bands for an end-of-semester concert sponsored by Doritos, coordinating performance needs and artist relations
- Communicated with bands regarding venue and dressing room preferences, including hospitality and technical riders
- Compiled information on music industry roles and incorporated advice from professionals to ensure the concert ran smoothly

**Slurp the World, Feature Story** – *Writer/Reporter*; Austin, TX Nov 2024 – Dec 2024

- Profiled local Austin band, attended live performances and conducted personal interviews with members
- Analyzed and reviewed the band's live performances and discography, breaking down songs and showcasing music knowledge
- Created buzz for the band's upcoming album by touching on newsworthy content in the feature

**Reporting Texas TV, Packages/Web stories** – *Reporter*; Austin, TX Oct 2024 – Nov 2024

- Produced three news packages, handling reporting, script writing, interviewing, shooting and editing using Premiere Pro
- Operated cameras and playback during livestreamed studio broadcasts, contributing to high-quality broadcast delivery
- Performed in-studio stand-ups to open and close packages, adding character to broadcast with engaging on-camera presence

**TheDeavine1, Short-form documentary** – *Director/Editor*; Austin, TX March 2024 – April 2024

- Featured professional artist and kindergarten teacher Angela Frazier in a five-minute documentary, showcasing her dual careers
- Filmed in diverse environments including kindergarten music classroom, a church and quiet home, adapting to conditions
- Edited interviews, archival footage and B-roll efficiently with Premiere Pro along while writing a complimentary feature story

**GISH the Band, Audio Story** – *Director/Editor*; Austin, TX Oct 2023– Nov 2023

- Interviewed a small-town band, collected natural sound from live concert and acoustic set to create an immersive audio story
- Wrote a script layered with natural sounds and audio B-roll, maintaining an enriching listener experience
- Edited interviews and audio content with Adobe Podcast, ensuring clarity and professional sound quality

## SKILLS/ACHIEVEMENTS

---

**Technical Skills:** Microsoft Office, Google Workspace, Premiere Pro, Instagram, WordPress, Canva, CapCut and TikTok proficient

**Interests:** Music journalism, PR, Artist management, Event planning, Problem solving, Birdwatching, Making Music, Pokémon

## EDUCATION

---

**The University of Texas at Austin** Bachelor of Journalism May 2026

**UTLA: Semester in Los Angeles** Jan 2026 – April 2026