

EMILY TREVINO

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EDUCATION

The University of Texas at Austin	Bachelor of Journalism	May 2026
UTLA: Semester in Los Angeles		Jan 2026 – April 2026

EXPERIENCE

Red Light Management – <i>Social Media Marketing Intern</i> ; 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 – <i>Intern</i> ; 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 – <i>Intern</i> ; 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 – <i>Global Ambassador</i> ; Sydney, NSW, 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 – <i>Seasonal Associate</i> ; 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 – <i>Writer</i> ; 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 – <i>Talent Manager</i> ; 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 – <i>Writer/Reporter</i> ; 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 – <i>Reporter</i> ; 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 – <i>Director/Editor</i> ; 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 – <i>Director/Editor</i> ; 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

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