

# KARIN NARAGON

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## EDUCATION

**University of Southern California (USC) | Annenberg School for Communication & Journalism** 2025

*Master of Arts, Specialized Journalism* ▪ Los Angeles, CA

**Areas of Focus:**

Multi-media Writing & Production, Audio/Podcast, Media Innovation, Critical Media Consumption & Production, Long-form Narrative, Media Literacy, News Editing, Digital Design & Development, Audio & Video Editing

**Loyola University Chicago (LUC) | School of Communication** 2020

*Bachelor of Arts, Communication Studies / Minor, Women & Gender Studies* ▪ Chicago, IL

**Areas of Focus:**

Digital Media, Film & Entertainment Media, Social Change & Advocacy, Gender & Communication, Multi-Media Writing, Academic & Theoretical Writing, Political Communication, Media Rhetoric, Media Ethics, Media Literacy

## PROFESSIONAL EXPERIENCE

**Media Assistant & Digital Designer** 2024-Present

*Critical Media Project* ▪ Los Angeles, CA

- Refreshed organization's branding and digital SOPs
- Spearheaded social media audit, built and implemented new social media and digital marketing marketing strategy, and passed social media production and management off to new team lead
- Strategic, gradual redesign of CMP website pages to update visual appeal, optimize UX and SEO, and enhance relationship with visitors
- Designed and developed multi-module curriculum package for web publication
- Provide on-call trouble shooting, editing and updates as needed

**Digital Marketing & Content Production Specialist** 2022- Present

*Freelance Contracts & Consulting* ▪ Los Angeles, CA / Remote

- Market research & digital marketing strategies for small businesses and entrepreneurs
- Keyword research and SEO & SMO implementation across digital channels
- Social media content creation & community management
- Develop brand kits and guidelines with fonts, color palettes & design elements for cross-platform use
- KPI & Data analytics tracking & reporting
- Web design & development, optimization & maintenance

**Assistant Account Executive (VIP/Event/Press)** 2022

*Chasen Creative Media* ▪ Beverly Hills, CA

- Managed press relations for 3 accounts, increasing organic media opportunities & placements across digital, print, social and visual outlets by over 50% in 2 months.

- Assisted the planning & execution of all initiatives on VIP, influencer & event marketing team across, including 360-product activations, VIP gifting, influencer partnerships, promotional events, and more.
- Tracked & reported social analytics, campaign KPIs & client ROI for all paid & organic brand presence, while restructuring the agency's social media presence to increase activity & engagement by nearly 70%.

## **Account Manager (Press/Social Media)**

**2022**

*RAGDOLL PR* ▪ *Manhattan Beach, CA*

- Directed the earned media strategy for 10 accounts across Fashion, Beauty & Lifestyle sectors, while managing account team efforts to maximize client exposure
- Implemented new strategies for media outreach, earned media placements, editor relationships and networking, influencer partnerships, social media marketing & PR coordination across accounts
- Offered branding, marketing and PR consultation for developing brands

## **Marketing Manager & Lead Stylist**

**2020 - 2022**

*La Soie Bridal* ▪ *Venice, CA*

- Crafted digital marketing strategy across platforms with emphasis on engagement growth, brand awareness, & lead increases  
Acquired - 75% overall organic growth rate for La Soie's Instagram platform over 5 month period
- Formed & maintained relationships with designers, brands, influencers & community members to ensure brand presence
- Conducted re-branding of all digital platforms, marketing materials, & in-store documents
- Provided curated shopping experience for clientele through product knowledge & customer service expertise, & guided inventory through market research & trend forecasting
- Cast & coordinated models for annual fashion show, & coordinated all styled shoot participations, including pre-production, on-site styling assistance & post-production follow ups with collaborators for publishing updates & cross-brand marketing

## **Production & Office Assistant**

**2020**

*La Loop* ▪ *Los Angeles, CA*

- Assisted in the production of accessories by purchasing and cutting material, performing quality control checks, packaging orders, and maintaining an organized office
- Drove the completion of community involvement initiatives and product donations
- Acted as a second-eye for the branding of the company's social good platform and assisted CEO in communication initiatives

## **Media & PR Coordinator**

**2019 - 2020**

*Wanderkit* ▪ *Chicago, IL / Remote*

- Conducted outreach and maintained relations partners, nonprofits, local organizations and travel ambassadors
- Promoted brand identity and events through partner outreach, pitch development and social media campaigning to increase application downloads and user involvement
- Contributed to the planning, promotion and execution of WanderKit events in Chicago
- Represented the travel start-up in all digital & Chicago-based publicity initiatives, including digital marketing campaigns, pitch design & community-based events leading to application downloads & user involvement
- Developed & managed relationships with business partners, nonprofits, local organizations & travel ambassadors

## **Talent Management Intern**

**2020**

*Gray Talent Group* ▪ *Chicago, IL*

- Assisted agents in scheduling, reading on-tape, editing talent self-tapes and maintaining clerical duties
- Managed calendar for talent self-tapes, auditions, call-backs and agent meetings
- Edited self-tapes, read for on-tape auditions, editing talent self-tapes, participated in new talent reviews, and maintained clerical duties and office organization
- Created preliminary talent submission lists for new scripts and pilots
- Monitored the digital presence of talent to ensure and optimize marketability
- Learned the ropes of a fast-paced office, and the workings of entertainment and talent representation

## **Public Relations, Consultant & Ticketing Volunteer**

**2019**

*Various Artists Film Festival* ▪ *Chicago, IL*

- Drafted publicity plans to increase festival awareness, audience reach, film submissions and event attendance
- Worked with Festival's co-founder to rebrand marketing materials, plan visual marketing campaigns for future use, and update festival logo

**Production Intern**

**2019**

*Skylark Creative* ▪ *London, UK*

- Assisted production staff in development, screening and production of website designs for clients, with emphasis on copyediting and UX/UI testing
- Spearheaded SEO efforts for website copy across accounts, and new client research
- Wrote copy for agency website during rebrand, becoming the first intern in company history entrusted with copywriting tasks
- Managed the agency Instagram to increase community engagement and enhance digital brand, and assisted new client outreach research

**Sales Associate**

**2018 - 2020**

*Kendra Scott* ▪ *San Jose, CA / Chicago, IL*

- Provided personalized customer service to a diverse range of clientele in high foot-traffic locations
- Maintained organization in front and back of store, ensuring smooth operations and company standards of display
- Embodied the values of the company at philanthropic events including in-store and off-site give-back events

**Sales Associate**

**2018**

*Monica + Andy* ▪ *Chicago, IL*

- Strengthened customer service skills through a personalized retail experience for customers
- Maintained pristine displays in boutique and up-to-date knowledge of product offerings and details
- Promoted and facilitated classes and events held for the parents and children of the Monica + Andy community

**Communication Intern x Tutor**

**2017**

*The Well of Mercy* ▪ *Chicago, IL*

- Developed digital marketing strategy to promote events & donor involvement through Facebook & organization's website
- Created digital media campaigns to increase social media engagement & raise mission awareness
- Tutored women within the community to help them build their writing, research and professional skills

## **TECHNICAL SKILLS**

Social Media Strategy, Content Creation & Management, Community Management, Branding, Web Design & Development, CSS, HTML, CMS, Copy Writing & Editing, Graphic Design, Long & Short-form Writing, Digital Marketing, SEO, KPI Tracking & Analysis, Multi-media Production, Research & Reporting, Interviewing, Fact-checking & verification, OSINT Reporting, Audio Production & Editing, Video Production & Editing, Textual & Editorial Editing, AP Style writing & editing, Investigative Reporting, Reporting on Sensitive Topics

## **INTEREST & EXPERTISE**

Media Ethics, Digital Media Innovation, Media Literacy, Women & Gender Issues, Sex & Sexuality, Social Impact Communication, History, Performing Arts, Narrative Nonfiction, Research, Education