

DEANDRA CORNEJO

DEANDRACORNEJO.BIZ@GMAIL.COM

Aspiring PR professional passionate about digital storytelling and brand engagement, dedicated to bringing creativity and strategy to dynamic communications teams.

SUMMARY OF QUALIFICATIONS

- Hands-on experience supporting PR, marketing, and digital media campaigns that enhance engagement and brand visibility.
- Skilled in content creation, social media strategy, and visual design for promoting events, publications, and organizational initiatives.
- Strong communicator with proven ability to collaborate across teams, manage multiple projects, and maintain brand consistency.

RELEVANT WORK EXPERIENCE

Strategic Enrollment Assistant

CSU Office of the Chancellor, Long Beach, CA | September 2025 - Present

- Assist with marketing and communications initiatives that elevate department visibility.
- Contribute to outreach and recruitment strategies promoting CSU's enrollment goals and student success initiatives
- Support events and engagement efforts aimed at connecting with prospective students and community partners.
- Manage administrative tasks, including data entry, scheduling, and file organization, to ensure operational efficiency.

PR & Marketing Assistant

Beach Media, Long Beach, CA | September 2025 - Present

- Assist with PR and marketing campaigns that promote student-run media publications.
- Support event marketing and outreach efforts to engage the campus and local community.
- Conduct research to inform marketing strategies, content planning, and audience engagement.
- Contribute to social media strategy and content creation to strengthen brand visibility and awareness.

Digital Media Ambassador

PRSSA, CSULB Chapter | September 2025 - Present

- Capture and develop digital content to promote chapter events and engagement initiatives.
- Support digital communication strategy by maintaining a cohesive brand voice and visual identity.
- Collaborate with the executive board to brainstorm and implement creative campaigns that increase engagement.

Office Administrative Student Assistant

CSUF Department of American Studies, Fullerton, CA | January 2025 - May 2025

- Designed flyers, posters, and digital ads to promote department events and initiatives.
- Managed social media content and engagement to enhance visibility and student involvement.
- Assisted with event planning, coordination, and on-site promotion.
- Provided administrative and front desk support to ensure effective office operations.

EDUCATION

California State University, Long Beach

Bachelor of Arts, Public Relations | GPA: 3.8 | Aug 2025 - Spring 2027

California State University, Fullerton

Communications - Public Relations | GPA: 3.8 | Aug 2023 - May 2025

ADDITIONAL INFORMATION

- Fluent in *English and Spanish*
- Proficient in Microsoft Office | Canva | Adobe Suite | Social Media