

Annie Yang

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EXPERIENCE

Community Intern, *Yelp*, Los Angeles, CA

June 2025 - Current

- Planned and executed events including remarkable parties and local meet-ups with hundreds of attendees
- Created and organized social content that aligns with regional goals around growing channels and bolstering engagement, garnering over three thousand views per each Instagram post
- Supported the maintenance of Yelp's local online business listings via the app and website by flagging photos, identifying media alerts and scams, and ensuring accurate business information

Managing Editor, *USC Charlotta Bass Journalism & Justice Lab*, Los Angeles, CA

Sept. 2025 - May 2026

- Oversaw editorial calendar and publication workflow
- Wrote post-event analyses and official press releases for website
- Ensured editorial quality and fact-checking standards

Staff Writer, *USC Charlotta Bass Journalism & Justice Lab*, Los Angeles, CA

Sept. 2024 - May 2025

- Conducted archival research for website timeline of Black social movements
- Wrote post-event analyses for website and blog
- Participated in social team collaboration on projects and editorial meetings

Administrative Assistant, *SoCal Group brokered by eXp Realty*, Alhambra, CA

July 2023 - June 2024

- Led marketing and PR through social media, marketing calendar management, and field team communication
- Spearheaded growth of team from 20 to 80+ agents in one year through media outreach and storytelling
- Facilitated event/training calendar and vendor management through in-house event planning

Collegia Advisor, *Student Success & Outreach at Seattle U*, Seattle, WA

Sept. 2021 - June 2022

- Recorded event logistics from quarterly in real life and virtual events for transfer students
- Communicated with 200+ students through monthly outreach emails to provide information on academic resources, campus events, and support services
- Designed marketing materials for social media channels to invite community engagement

RELEVANT PROJECTS

USC Annenberg Portfolio

- Planned and created beauty, alcohol, and sporting goods related campaigns with fleshed out marketing
- Acquired approximately 1.5k views and 240 likes through organic engagement in a 3 week period

Senior Capstone Project

- Planned, created, and edited informational cooking Tiktoks on traditional Hong Kong cuisine
- Acquired approximately 1.5k views and 240 likes through organic engagement in a 3 week period

EDUCATION

University of Southern California | Los Angeles, CA

Aug. 2024 - May 2026

M.A. Public Relations and Advertising at Annenberg School of Communication and Journalism (GPA 4.00; Phi Kappa Phi Honor Society – Summa Cum Laude)

Seattle University | Seattle, WA

Sept. 2018 - June 2022

B.A. Communication and Media, specialization in Strategic Communication (GPA 3.78; Magna Cum Laude)

LANGUAGES

Fluent in English and Cantonese | Proficient in Mandarin speaking and Korean reading and speaking