



Jessica Esther Cruz Mallari

Los Angeles, CA

323-809-3920

jessicamallari96@gmail.com

<https://www.linkedin.com/in/jessica-mallari-544201133/>

Jessica has managed multiple client accounts on a global and regional level; utilizing press pitching, influencer relations, social media strategy, and more to achieve optimal results. She has secured successful brand partnerships on the micro and macro-influencer levels, as well as in the celebrity and entertainment spheres. Currently, Mallari is pursuing her Masters Degree at the University of Southern California while working full time in personal public relations in the entertainment and fashion industries.

Educational Background

University of Southern California - present

Masters Degree in Public Relations & Advertising

University of California, Santa Barbara

Bachelor's Degree in Sociology, Minor in Italian Studies

2019

- Two term Marketing Director and one term Executive Director of "Untitled Dance Co." (UDC)
- Coordinator with the Kapatirang Pilipino organization for Pilipino Cultural Night (PCN)

UC Center: ROME, Italy

UC Study Abroad Program

2017

- Intern with the Rome Theatre at John Cabot University
- English Tutor for Italian Elementary School students

Skills & Proficiencies

- Social media marketing
- Event planning
- Photography and videography
- Cision, MailChimp, and IMDBPro
- Proficient with Adobe Creative Suite and the Google Suite
- Conversationally fluent in Italian

Work Experience

Wolf Kasteler Public Relations

Executive Assistant, December 2021 – Present

At Wolf Kasteler Public Relations, Mallari joined the company as an executive assistant to one of the company's Vice Presidents. She has since been promoted to the desk of founding partner and CEO, Annett Wolf where she assists in the personal publicity campaigns for talent in the film, television, and fashion industries.

Beverly Bond Public Relations and Creative Agency

PR Account Manager, December 2020 – November 2021

PR Account Coordinator, August 2020 – November 2020

At Beverly Bond PR & Creative Agency, Mallari started as an assistant and grew to an account manager with many lifestyle and fashion clientele. She collaborated with the company's CEO to draft and send press releases for optimal brand coverage in targeted media outlets as well as facilitated and secured meaningful influencer and VIP/celebrity partnerships. She successfully increased client KPIs through targeted media opportunities across all brands, helping diversify each client's follower demographic. Mallari also spearheaded the development and implementation of new strategies within the company to help streamline communication, efficiency, and productivity.

PR Assistant, July 2020 – August 2020

Assisted coordinators with campaign research, product gifting, and social media advisory

Plastic Agency

PR Intern, October 2019 to January 2020

At Plastic PR, Mallari assisted with the creation and maintenance of new and existing media lists for all client initiatives using tools such as Cision, IMDBpro, social media for media contacts, event invitation lists, etc. She worked alongside the PR Director and Coordinators to draft and pitch editorial contacts, securing meaningful press placements. She also created all client electronic press kits, ensuring each was always up to date to share with brands and press. Additionally, Mallari assisted clients with social media strategy and planning for relevant platforms such as Instagram, Facebook, YouTube, TikTok, etc including advising on backend analytics and KPIs.

*References are available upon request