

Tammy Traveler

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Local Address

3502 Watt Way
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Permanent Address

1313 Mockingbird Avenue
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EDUCATION

University of Southern California – Los Angeles, CA
Annenberg School for Communication and Journalism

Expected May 2015

B.A. in Communication, Minor in Marketing

Relevant Coursework: Communication and Mass Media
 Public Speaking
 The Entertainment Industry

Marketing Fundamentals
Advertising and Promotions
Marketing Practicum

University of Amsterdam

August 2013 – December 2013

Semester – study abroad

Relevant Coursework: History and Rhetoric of Amsterdam
 Comparative Media in Europe
 Cultural Industries of Europe

Advertising in Europe
The Entertainment Industry
News and Public Opinion

RELEVANT EXPERIENCE

NBCUniversal – Los Angeles, CA

January 2014 – Present

Marketing Intern

- Produced public relations material, presentation booklets, and creative briefs
- Aided in successfully organizing and executing mobile marketing tours for studio logs
- Developed new university campus recruiting program and presented marketing plan to client
- Assisted in gathering data and planning marketing campaigns for new TV shows (*NBC Sports, Ben & Kate, 30 Rock*)

72nd and Sunny Agency – Hollywood, CA

January 2013 – July 2013

Social Media Intern

- Uncovered and synthesized digital media with offline data to find consumer behaviors that inspire product and channel innovation
- Organized and attended premieres and promotional events for sponsored products
- Worked closely with creative teams to develop innovative approaches to enhance client social media
- Wrote client deliverable work that focused on social media integration strategies

SKILLS

- Bilingual in English and Dutch
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Exchange), basic knowledge of Adobe Photoshop and InDesign, WordPress, basic HTML
- Proficient in social media platforms (Facebook, Twitter, Foursquare, Pinterest, Instagram)