

# Natalia Osuna

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## WORK EXPERIENCE

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**Xalli Club, Marketing Coordinator** — Puerto Vallarta, Mexico (*Feb. 2023-Present*)

Exclusive destination on Puerto Vallarta's South Shore with Xalli Beach Club, Amixtli Restaurant, and Tapazolli Espresso Wine Bar. Work with marketing, sales, and management teams to produce advertising strategies, organize PR events, create social media content, and communicate with clients in English and Spanish to create best possible experience.

**Annenberg Inclusion Initiative, Student Research Worker** — Los Angeles, CA (*Oct. 2022-Jan. 2023*)

Think tank that conducts research and develops solutions to solve inequality in entertainment and media. Produced qualitative data by analyzing Latinx characters in films and TV shows to see how diverse and inclusive they are.

**The MY HERO Project, Intern** — Laguna Beach, CA (*June 2022-Jan. 2023*)

Non-profit organization and educational media platform focused on storytelling and positive change. Collaborated with editor and wrote articles for film festival and stories sections of multimedia library.

## RELEVANT EXPERIENCE

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**NAHJ-USC Chapter, Secretary** — Los Angeles, CA (*Sept. 2022-Present*)

Handle all communication between E-board and members, keep track of meeting content, and collaborate with other leaders to plan events and connect students with resources and opportunities.

**USC Annenberg's Dímelo, Reporter** — Los Angeles, CA (*Sept. 2022-Present*)

Work at USC's only Latinx-focused media outlet at USC Annenberg to produce work in both English and Spanish covering Latinx issues in print, digital, and social media.

**USC Annenberg Media, Multimedia Journalist** — Los Angeles, CA (*Aug. 2022-Present*) Work in print, TV, and radio production by pitching stories, contacting and interviewing sources, and editing to produce ATVN and ARN's Monday shows, and print. Interviewed LA Mayor Eric Garcetti at Peter Ueberroth's plaque unveiling event at the Court of Honor at LA Coliseum.

**CPS Media's Tribune Travel, Intern** — Puerto Vallarta, México (*Aug. 2022*)

English-language magazine focused on information about Mexico's main tourist destinations, and cultural activities. Wrote articles about Puerto Vallarta aimed at visitors from a local perspective.

**The One Who Abandoned Me, Social Media & Marketing Director** — Los Angeles, CA (*Oct. 2021-May 2022*)

A short film on Asian hate, cultural disconnection, and what it means to be Korean-American. Managed Instagram account, crafted monthly marketing plans, and created graphics for social media.

## EDUCATION

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**University of Southern California, Annenberg School for Communication & Journalism** — Los Angeles, CA (*Aug. 2021-Present*)

B.A. in Journalism, Minor in Marketing