MIKAELA TALLETT

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EDUCATION

University of California, San Diego **Sep. 2023 - Jun. 2027**

- BA—Provost Honors
- Major: Media Industries and Communications
- Minor: Marketing

SPECIAL SKILLS

- Adobe Lightroom, Adobe Photoshop, Canva, Capcut, Co:Brand, Figma, Final Cut Pro, Fine Art Photography, Google Suite, Monday, Notion, Rella

PROFESSIONAL EXPERIENCE

EQT Records | *Digital Marketing Intern* **Jun. 2026 - Sep. 2026**

- Collaborated with signed artists (ERISTHEPLANET, Chanpan) to develop promotional campaigns for new EP and album releases
- Researched and secured partnerships with volume pages, content creators, and influencers to expand artists' music reach
- Produced weekly trend reports with actionable content strategies for artists to grow their music and personal brands
- Conducted A&R research to identify and scout emerging talent for potential label representation

Nike Tournament of Champions West | *Operations Management Intern* **Jul. 2026 - Jul. 2026**

- Hired by Sports Business Ventures to support operations for a premier national girls basketball tournament serving 700+ teams (Nike EYBL, EYCL, Jr. EYBL) and 30,000+ spectators
- Coordinated multi-venue logistics for athletes, NCAA coaches, and spectators
- Contributed to execution of an event that has produced 23 of the last 26 consensus national champions

UCSD Residential Life | Office Assistant & Content Creator. **Jan. 2025 - Current**

- Managed operations for the Eighth College Residential Office, including processing receipts, handling phone inquiries, and assisting students with residential life needs.
- Directed, filmed, and edited dorm tour videos using Final Cut Pro for the UCSD Eighth College website and YouTube Channel.
- Led content creation for the Eighth College Instagram and TikTok, enhancing digital outreach and student engagement.

Cmedia Collective | Marketing Strategist & Coordinating Intern. **Jun. 2024 - Dec. 2025**

- Designed and produced social media and email marketing content for 10 major client campaigns. Conducted brand research and secured partnerships and paid advertising opportunities
- Developed customized media kits for new clients and talent
- Organized the non-profit fundraiser “Give BACKpacks” in support of The Michelle Young Foundation

Beach Bum Club | *Social Media Strategist Intern* **May. 2025 - Feb. 2026**

- Developed and executed weekly content strategies across TikTok, Instagram, Pinterest, and the Beach Bum Club website
- Directed and photographed branded product shoots, ensuring alignment with creative vision and brand standards
- Managed model collaborations in partnership with REACH UCSD, strengthening brand presence and community engagement
- Headed end-to-end launch of 7 new bikini lines contributing to a sales increase of over 15%

VOLUNTEER EXPERIENCES

Your Next Door Neighbor | Advisory Committee Board Member **Nov. 2025 - Current**

- Serving as Advisory Committee Board Member of the non-profit organization Your Next Door Neighbor
- Lead event and marketing coordinator for the Home For The Holidays event, supporting 200+ families impacted by the LA Wildfires.
- Art for Healing Therapy teacher and coordinator for Palisades Recovery Coalition

Stack The Shelves | Lead Volunteer. **Apr. 2025 - April 2025**

- Directed and coordinated volunteer teams to ensure efficient operations and task completion
- Assembled and distributed care packages for 500+ individuals affected by the LA Wildfires

Link Crew | Orientation Leader **Aug. 2019 - Mar. 2020**

- Mentored and supported over 30 incoming freshmen and sophomores to ease their transition into high school, post COVID-19
- Organized and promoted activities that built school spirit and a sense of community.
- Strengthened leadership and teamwork skills while coordinating with fellow Link Crew leaders.