

MANUELA BLANCO SUAREZ

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EDUCATION

Master of Arts (M.A.), in Public Relations and Advertising
University of Southern California, Los Angeles, CA

Anticipated Graduation: May 2027

Bachelor of Arts (B.A.), in Integrated Strategic Communication and Business and Organizational Communication
University of Kentucky, Lexington, KY | Summa Cum Laude | Dean's List, 2021-2025

WORK EXPERIENCE

Universal Music Group

Summer 2024

Summer Intern

- Supported marketing and promotions operations in the Andean region's Colombia offices, coordinating publicity and live-event logistics for top global and local artists.
- Coordinated complex logistics for press interactions, fan encounters, and talent coordination while adapting to last-minute changes for smooth event execution
- Assisted in the planning and production of two sold-out stadium shows for Latin Grammy Award-nominated artist Morat.
- Facilitated a press conference, ensuring effective communication with local media representatives.
- Proactively researched emerging influencers and digital trends to support the development of a marketing strategy for Latin Grammy Award-winning artist Joaquina.

TEDxUKY

November 2023 – May 2025

Event Manager

- Collaborated with student leaders and volunteers to produce the annual speaking series TEDxUKY.
- Developed publicity and activation concepts to create a dynamic "TEDx" experience, creating an immersive atmosphere for attendees.
- Oversaw day-of-event operations, including ticketing, check-in, media coordination, and talent flow.
- Adapted quickly to changing event requirements, troubleshooting challenges in real time to ensure a polished attendee experience.

Office of Marketing and Public Relations – University of Kentucky

September 2024 – May 2025

Intern

- Authored engaging media-ready stories for the University's primary news outlet, meeting deadlines and high editorial standards.
- Worked closely with colleagues to plan and execute marketing and public relations campaigns, contributing to the department's overall success.
- Maintained consistent brand messaging and confidentiality across internal communication.

RELEVANT COURSEWORK & PROJECTS

Storytelling with Data Intelligence (PR Research + Insights)

- Led a two-phase qualitative and quantitative research study evaluating Lululemon's sustainability messaging and audience perception.
- Analyzed themes including consumer awareness, trust in sustainability claims, and authenticity expectations
- Presented insights and strategic recommendations focused on brand transparency and consumer engagement.

Strategic Integrated Communication Campaign: Camp Rock 3

- Developed a full promotional campaign for Disney's Camp Rock 3 using the Strategic Integrated Planning Model.
- Designed a multi-channel strategy structured around the PESO model (Paid, Earned, Shared, Owned).
- Created concepts for promotions, playlist tie-ins, fan engagement, and branded activations, reflecting Disney's cross-platform

SKILLS

- Cross-team collaboration
- Campaign planning and audience growth strategy.
- Media, talent, and stakeholder communication
- Research and trend analysis
- Familiarity with music streaming platforms
- Multitasking, time management, and attention to detail in fast-paced environments.
- Proficiency in Microsoft Office and Google Suite
- Design and productivity tools: Adobe Creative Cloud
- **Languages:** English (Fluent), Spanish (Native)