

MANUELA BLANCO SUÁREZ

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SUMMARY

Detail-driven and proactive strategic communicator with experience in media relations, integrated marketing coordination, and large-scale event coordination in the entertainment industry. Skilled in drafting editorial content, supporting press operations, and managing multi-stakeholder workflows across fast-paced, high-visibility environments. Brings bilingual communication skills, cultural fluency, and a strong passion for storytelling and immersive live experiences.

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

EXPERIENCE

Universal Music Group

Summer 2024

Summer Intern

- Supported marketing and promotions operations in the Andean region's Colombia offices, coordinating publicity, live-event logistics, and promotional activities for top global and local artists.
- Managed detailed logistics for press interactions, fan encounters, and talent coordination.
- Orchestrated the planning and execution of two sold-out stadium shows for Latin Grammy Award-nominated artist Morat.
- Assisted with content creation during concerts and publicity events, supporting timely coverage for Universal's owned social media platforms.
- Facilitated a press conference, ensuring effective communication with local media representatives.
- Formulated an innovative marketing strategy tailored for Latin Grammy Award-winning artist Joaquina.

Office of Marketing and Public Relations – University of Kentucky

September 2024 – May 2025

Public Relations Intern

- Authored engaging and informative media-ready stories for the University's primary news outlet, meeting deadlines and high editorial standards.
 - Written samples can be found here: <https://uknow.uky.edu/authors/manuela-blanco-suarez>
- Coordinated cross-departmental and external partners to execute press events and creative activations, ensuring alignment on logistics
- Supported the creative process for integrated marketing and publicity campaigns, managing deadlines, asset delivery, and real-time updates across shared trackers.
- Maintained consistent brand messaging and confidentiality across internal communication.

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.
 - Contributed to creative ideation sessions for TEDxUKY social media, focusing on audience engagement and event awareness.
 - Oversaw day-of-event operations, including attendee flow, check-in, media coordination, and speaker coordination.
 - Adapted quickly to changing event requirements, troubleshooting challenges in real time to ensure a polished attendee experience.
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SKILLS

- **Languages:** English (Fluent), Spanish (Native)
- Media relations and talent coordination
- Social media engagement and planning
- Cross-departmental collaboration
- Integrated marketing development and execution
- Trend search and audience insights
- Multitasking and time management in fast-paced environments
- Proficiency in Microsoft Office and Google Suite
- Design and productivity tools: Adobe Creative Cloud