

MANUELA BLANCO SUÁREZ

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SUMMARY

Detail-driven and proactive strategic communicator with experience in media relations, integrated marketing, 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

Insomniac Events – Live Nation Entertainment
Public Relations Intern

June 2026 - Present

- Support media relations through press outreach, media tracking, and updated media lists; draft key press materials including press releases for Insomniac Music Group releases and festival announcements.
- Coordinate interviews and media opportunities for artists and events while collaborating with artist teams and internal stakeholders.
- Monitor media coverage and help execute communications strategies for festivals, brand activations, and special projects.

Universal Music Group
Summer Intern

Summer 2024

- Supported marketing and promotions in Universal Music Group Colombia, coordinating publicity, live-event logistics, and promotional efforts for global and local artists.
- Managed logistics for press interactions, fan engagements, and talent coordination; helped execute two sold-out stadium shows for Latin Grammy Award-nominated artist Morat.
- Assisted with real-time content creation and developed a tailored marketing strategy campaign for Latin Grammy Award-winning artist Joaquina.

Office of Marketing and Public Relations – University of Kentucky
Public Relations Intern

September 2024 – May 2025

- Authored media-ready stories for the university's main news platform, meeting deadlines and high editorial standards.
- Coordinated cross-departmental and external partners to execute press events and creative activations, ensuring alignment on logistics
- Supported integrated campaigns and ensured consistent branding and confidentiality across communications.

TEDxUKY

November 2023 – May 2025

Event Manager

- Collaborated with student leaders and volunteers to produce the annual speaking series TEDxUKY event and oversee end-to-end execution.
 - Developed publicity concepts for attendee experience and contributed to social media ideation to drive audience engagement and attendance.
 - Managed day-of-event operations, including check-in, attendee flow, media coordination, and speaker logistics.
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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
- Multitasking and time management in fast-paced environments
- Proficiency in: Muck Rack, Google Analytics and alerts, Microsoft Office and Google Suite
- Design and productivity tools: Adobe Creative Cloud