

JACQUELINE DUARTE

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SUMMARY: Public Relations and Advertising graduate student with hands-on experience supporting social media campaigns, brand strategy, and digital storytelling across sports, entertainment, and nonprofit organizations. Division I student-athlete recognized for strong organization, attention to detail, and the ability to manage multiple timelines in fast-paced, team-driven environments.

EDUCATION University of Southern California (USC)

Bachelor of Arts in Communication, Minor in Cinematic Arts – May 2025

Master of Arts in Public Relations and Advertising – December 2026

HONORS: USC Dean's List (2022–2025)

USC Scholar-Athlete (2022–2025)

Big10 2025 Sportsmanship Award Honoree

SOCIAL MEDIA & DIGITAL STRATEGY EXPERIENCE

GOAT FC

Social Media Strategist

December 2025–Present

- Built end-to-end social media rollouts from zero assets, translating brand lookbooks into platform-native content strategies
- Produce vertical video content promoting the tournament, supporting brand awareness for a \$25,000-prize 7v7 event
- Conduct cold outreach to potential brand partners, contributing to sponsorship pipeline development

GOGLOBAL AGENCY

Marketing & Brand Strategy (1099 Contractor)

January 2026–Present

- Support brand development and go-to-market strategies across e-commerce, paid media, UX/UI, and influencer marketing
- Conduct market, competitive, and Amazon research to inform client positioning and campaign recommendations
- Create digital content and assisted with strategy decks supporting agency marketing and consulting efforts

PATHFINDER MEDIA

Development Partner

August 2024–Present

- Support feature film development through creative research, pitch materials, and project coordination
- Contribute to audience-building and digital strategy supporting development momentum

GOODR SUNGLASSES

Creative Intern

June-August 2023

- Created and edited short-form video content for TikTok and Instagram supporting product marketing campaigns
- Edited photos and graphics using Adobe Photoshop to maintain brand consistency and visual identity
- Wrote SEO-informed captions and social copy tailored to brand voice, audience behavior, and engagement goals

PRODUCTION EXPERIENCE

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

Academy Gold Rising Intern

June 2025- August 2025

- Selected by Academy Gold Rising for demonstrated passion, talent, and leadership potential in media and entertainment
- Gained direct access to Academy members, industry professionals, and exclusive career development opportunities

BLUE OX FILMS

Production Intern

May 2025- August 2025

- Supported production of branded content campaigns for Nike, AmazFit, and Jordan with a focus on athlete storytelling and performance culture
- Collaborated with editing team and clients to support the launch of Nike Vomero campaigns through visual storytelling aligned with brand identity and audience engagement goals

EXPOSITION – (501(c)(3) nonprofit)

Director of Athlete Relations / Documentary Producer

July 2025–Present

- Lead athlete outreach, communications, and story development for a documentary and mental health awareness panel
- Evaluate content authenticity, emotional resonance, and community impact to inform storytelling direction

STUDENT-ATHLETE

Captain, USC Women's Cross Country and Track Teams

August 2021–Present

Effectively manage a full Division I athletics schedule alongside a rigorous academic course load, serving as team captain and Trojan Athletic Senate member to lead initiatives and coordinate campus-wide volunteer opportunities

TOOLS & PLATFORMS: Keynote, PowerPoint, Google Slides, Canva, Google Workspace, Instagram, TikTok, X, audience & competitive research, Adobe Premiere Pro, Photoshop