

# MAYA PACKER

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## EXPERIENCE

### The Maya S. Packer Philanthropic Fund

#### Founder

May 2023-Present

- Led production of fundraising and community engagement initiatives, exceeding fundraising goals by 20% within a two-week sprint to support youth impacted by juvenile justice.
- Designed and produced a multi-stakeholder speaker panel (50+ attendees), managing run of show, speaker coordination, and on-site execution.

### Moody's Corporation

#### Employee Events Intern

June 2025-August 2025

June 2024-August 2024

- Produced and executed 13 internal events for executives and employees, managing timelines, budgets, vendor negotiations, and cross-functional stakeholder coordination.
- Analyzed three years of event survey data, identifying key trends to inform programming and improve event engagement strategy.
- Integrated AI tools to streamline website design, financial tracking, and inventory optimization in Excel, supporting event operations and reporting.

### The Cardinal Divas of SC

#### Brand and Public Relations Manager

April 2023-May 2024

- Managed one of the largest student-run brands at USC, innovating the brand and culture of a new organization and creating content garnering 1.2M+ views across platforms.
- Collaborated with external brand partners (Nike LA, New Balance, Hart House) to develop co-branded assets, ensuring alignment across partners and expanding brand visibility.

### Amazing Grace Conservatory

#### Public Relations/Marketing Intern

July 2023-December 2023

- Optimized bi-monthly community newsletters to 3k+ external contact database, driving growth of open rates by 5% and click rates by 2%.
- Executed marketing strategy for a digital call-to-action donation campaign, resulting in a sponsored event focused on recruitment of local L.A. youth for arts training program.

### Sony Pictures Television

#### Talent Relations and Publicity Intern

June 2023-August 2023

- Maintained and managed databases of 600+ journalist and talent contacts to support integrated publicity campaigns.
- Compiled and analyzed press coverage across multiple series to evaluate campaign reach and audience sentiment.
- Developed and pitched 3 integrated marketing campaigns and charitable opportunities for Gen-Z and Black audiences aligning with Sony's global brand and reputation.

## LEADERSHIP

### Delta Sigma Theta Sorority, Incorporated

#### Regional Collegiate Assistant Secretary

November 2023-Present

- Led regional communications and deliverables to support and enhance collegiate programming for 98 chapters across the western region in collaboration with other regional leaders and committees.
- Secured grant funding to produce a campus-wide reproductive health event in collaboration with community partners, creating 200 health kits for donation, recognized with the National Action Award for Excellence in Social Action.

### Annenberg Media

#### Editor of Black.

August 2022-May 2024

- Edited and published 50+ articles for a student-led publication with 1.1M+ annual views, managing editorial workflows under tight deadlines.
- Recipient of the L.A. Press Club Award for Best Feature Writing on Campus Issues (2.3K+ submissions)

## EDUCATION

### University of Southern California

Los Angeles, CA

#### Bachelor of Arts in Communication

May 2026

Annenberg School for Communication and Journalism

Marshall School of Business | Minor in Entrepreneurship

**SKILLS:** Storytelling, Integrated Marketing, AI-enabled Workflows, Cross-functional delivery, Project Management, Social Media Management, Website Design, Qualitative Research

**TOOLS:** Microsoft 365, Adobe Creative Suite, Google Workspace, Canva, Hootsuite, Alchemer, ChatGPT