

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

Bachelor of Arts in Communication

Los Angeles, CA

May 2026

Annenberg School of 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