

# HOPE LASCURAIN

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## EDUCATION

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<b>The University of Texas at Austin</b>	Bachelor of Business Administration, Marketing	Dec 2022
<b>Wofford Denius UT Los Angeles Center</b>	Minor in Media and Entertainment Industries	Summer 2021
Cumulative GPA: 3.38		

### Notable Coursework

#### *Brand Management*

- Received the only perfect score on the final project over Charmin
- Opportunities, challenges, and strategies in a variety of industries and markets

#### *Social Media*

- Graduate-level advertising course taught by department head Gary Wilcox
- Social networking platforms & application in relation to media plans, brand building, and insights

#### *Inside the Music Industry*

- Economics and production, research, management, and distribution practices of the film and electronic media industries

#### *How Hollywood Works*

- Business and legal practices in film, television, music, and digital media industries including development, production, distribution, and exhibition
- Commercial challenges producers and network/studio executives face and addresses continual struggle between creativity vs bottom line

## WORK EXPERIENCE

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### **Outreach Coordinator | Google via Cognizant Technology Solutions | Austin, TX** Jun 2023 — Present

- Act as POC for venues, caterers, printers, etc. for international client workshops and networking events
- Partner with legal team to attain government approvals and ethics & compliance approvals
- Collaboratively outline and implement new event accessibility standards across client department
- Write brand-aligned event email comms to invitees and speakers, noting legal requirements
- Anticipate day-of event needs in comprehensive event guides including timeline, materials, and FAQs
- Monitor official conference websites to compile client technical participation in public document

### **Programs Coordinator | Google via Cognizant Technology Solutions | Austin, TX** Jan 2023 — Jun 2023

- Stylized layout, enhance copy, and expand segments in client's monthly researcher newsletter
- Designed pivot tables using custom formulas to analyze grant application data in Google Sheets
- Diversified newsletter articles, funding opportunities and upcoming events for historically marginalized group and international inclusivity

### **Marketing & Social Media Assistant | Glaze Zine | Austin, TX** Aug 2023 — Present

- Outline recurring on-set BTS interview series and "shop with our stylists" series across photoshoots
- Edit video assets on TikTok, Instagram Reels, and Premiere Pro and post on social media platforms
- Write personable artist-to-community minded social media captions, incorporating search tags
- Photograph and record photoshoot b-roll for social media platforms

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## **Head Layout Editor & Marketing Assistant | Renowned Magazine | Austin, TX**

Mar 2023 — Present

- Create centralized source for reviewing, organizing, and tracking submissions in Google Sheets
- Advise CEO on marketing materials, concert bookings, and print publication timeline
- Lead layout formatting of photography, writing, and artwork pages based on the edition theme
- Review, organize, and select submissions based on skill, voice, and originality in Google Sheets
- Contribute interviews and fashion photography to the 2023-2024 editions of the magazine

## **Film Publicity Intern | SXSW | Austin, TX**

Jan 2022 — Dec 2022

- Led Paramount premiere press check-in, red carpet, and photo studio in the absence of coordinator
- Evaluated and reviewed media outlet applications for SXSW 2022 press accreditation daily
- Maintained media and talent lists in the Sports Systems and FileMaker Pro databases daily
- Cleaned and input WebDAM metadata for photos from in-house and Getty photographers

## **Lead Marketing Intern | UT TOWER Fellows Program | Austin, TX**

Aug 2021 — Sep 2021

- Modernized marketing materials including the website, brochures, and presentations
- Trained incoming interns on Salesforce client database for seasonal marketing campaigns
- Constructed and supervised social-distanced events and audio/visual technology weekly

## **Marketing and Operations Intern | UT TOWER Fellows Program | Austin, TX**

Jan 2021 — May 2021

- Supervised and constructed social-distanced events and audio/visual technology weekly
- Wrote tailored emails for high-importance, large donor leads for marketing campaigns
- Researched and updated contact information for potential Fellows in the UT donor database
- Organized Salesforce client database for seasonal marketing campaigns

## **Digital Marketing Intern | Crowd Surf | Los Angeles, CA**

Jun 2021 — Aug 2021

- Wrote copy and contributed interactive content ideas for artist and label marketing campaigns daily
- Interpreted audience and interaction data across social media platforms in weekly reports
- Researched and pitched client-aligned TikTok trends for social media accounts
- Design engaging graphics for wellness social media client in their brand styling

## **Student Associate | Thompson Conference Center | Austin, TX**

Sep 2018 — May 2020

- Researched and compiled competing event centers' facilities and pricing information in Excel
- Tracked and analyzed 2+ years of client leads data with Excel spreadsheets and pivot tables
- Coordinated event details with clients and vendors in event management database daily

## **Audiovisual Technician Assistant | Thompson Conference Center | Austin, TX**

Aug 2020 — Jan 2021

- Tested and troubleshoot audiovisual tools for socially distanced in-person events weekly
- Edited virtual meeting recordings for clarity and conciseness in Adobe Premiere Pro
- Provided virtual meeting technical support on Zoom

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## LEADERSHIP EXPERIENCE

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### Station Manager | KVRX Austin 91.7FM Radio | Austin, TX

Jun 2021 — May 2022

- Organized fundraising events for non-profits such as Six Square, HAAM, and Out Youth
- Implemented monthly workshops to develop interview, blog writing, video editing, and radio skills
- Outlined and implemented new station organizational structure, roles, and duties
- Achieved new diversity goals through programming, recruitment, concert bookings, and blog posts
- Assigned photo and press team coverage at concerts and music festivals such as ACL and SXSW
- Oversaw month-long Amplify KVRX fundraiser campaign and raise \$5,325, 133% of goal

### Public Relations Director | KVRX Austin 91.7FM Radio | Austin, TX

Jun 2020 — May 2021

- Managed marketing campaigns for YouTube, blog, podcasts, radio shows, events, and fundraisers
- Outlined brand guidelines including copy voice, visual style, and mission statement for all platforms
- Organized month-long Amplify KVRX fundraiser campaign and raised \$4,500, 150% of goal
- Trained five PR interns to specialize in blog posts, social media, and the alumni newsletter
- Wrote copy in the KVRX brand voice and utilizing SEO keywords and engagement strategies
- Curated real-time coverage, series, and one-off content to foster community engagement
- Wrote, solicited, and formatted original content for the monthly alumni KVRX newsletter
- Monitored social media accounts to answer questions, reply to artists, and provide updates
- Formatted, edited, created prompts, assigned writers for the KVRX blog

### Programming Director | KVRX Austin 91.7FM Radio | Austin, TX

Jan 2020 — May 2020

- Restructured new DJ mentorship program to build on hands-on skills and socialize new DJs
- Co-wrote the official KVRX programming department handbook in its entirety
- Co-created programming schedule organized by content blocks, experience, and show creativity
- Trained new DJs weekly on FCC regulations, booth equipment, and KVRX principles

### Public Relations Intern | KVRX Austin 91.7FM Radio | Austin, TX

Oct 2019 — May 2020

- Co-built a content release schedule during the pandemic, facilitating cross-departmental collaboration
- Increased audience engagement and real-time coverage on social media platforms
- Promoted KVRX events such as concerts, in-studios, Library Sessions, Local Live, and Hornraiser
- Formatted, solicited, and wrote content for the monthly KVRX Alumni newsletter

### Radio Disc Jockey | KVRX Austin 91.7 FM Radio | Austin, TX

Jan 2020 — May 2020

- Received "Best Community Programming Show" with two co-hosts for the 2021-2022 year
- Hosted freeform, specialty, and talk show programming
- Reviewed recent album releases for the KVRX new music bin

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## **SKILLS & CERTIFICATIONS**

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**Certifications:** Advanced Google Analytics; Microsoft Excel, Access, Word, PowerPoint (CertiPort)

**Skills:** Google Analytics, Buffer, Canva, Adobe Premiere Pro, Adobe Photoshop, Mailchimp, Hootsuite, IBM SPSS, Google Suite, Data Analytics, WebDAM, HTML, Audio Editing, Copywriting, Brand Management, Digital Content

**Interests:** Arts Publications, Culture Writing, Fashion, Electronic Music, Drama Films, Web Design, Photography