

# Jasmin Ayala

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## AREAS OF EXPERTISE

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Social Media Marketing ▪ Strategic Partnerships ▪ Influencer Marketing ▪ Content Creation ▪ Brand Strategy ▪ Strategic Planning ▪ Social Advertising ▪ Video Content Production ▪ Copywriting ▪ Public Relations

## PROFESSIONAL EXPERIENCE

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### Social Media & Special Projects

*Penguin Random House Audio, Remote*

June 2021 – Current

- Research, identify and cultivate relationships with new & existing strategic partners and social media influencers with goal of reaching new audiences, building format awareness, while collecting qualitative first-party data.
- Manage cross-channel social media accounts for [Penguin Random House Audio](#), [Listening Library](#), [AhabTalent](#).
- Launch & hone PRHA [Tik Tok](#) account & brand strategy drawing in 848 organic followers since June 2021 launch.
- Curate and optimize weekly content calendar with priority for shifting publicity opportunities & campaign launches.
- Produce 20+ monthly branded photos and videos including in-view ad content to promote 83+ monthly audiobook titles.
- Lead 4+ immersive brand campaigns that engage niche targeted audiences in genres such as: cooking, crafting, and multiple cultural heritage months.
- Craft monthly social performance reports and weekly social media highlights to drive data-driven social strategy.
- Identify and develop 2+ collaborative social content & author care opportunities with high-profile authors and celebrity talent.
- Design and implement social media best practice guidelines to increase awareness on quantifiable processes for 8+ publicity team members.
- Conceptualize and execute large-scale brand campaigns to amplify audiobook listening as a lifestyle such as 2022 #BooksThatPlay.

### Audio Pre-Production Assistant

Feb 2019 – June 2021

*Penguin Random House Audio, Los Angeles, CA*

- Assisted executive producer in casting efforts through manuscript reading for varying audiobook projects.
- Planned, budgeted, and hosted 2+ PRH Audio LA's inaugural NY Times Bestseller Breakfast events.
- Provided insightful customer support for AhabTalent and coordinated with IT to resolve technical issues.
- Worked in collaboration with studio manager to oversee the daily operations of 10 audio recording studios.

### Staff Writer

*EDMTunes.com, Remote*

Mar 2017 – Sept 2018

- Produced 5+ monthly web articles highlighting news and developments within the music and tech industry.
- Traveled to conduct on-site coverage and artist interviews at music festivals such as Electric Daisy Carnival.
- Built relationships with contacts in media, public relations, and A&R.

### Editorial Intern

*BuzzFeed, Los Angeles, CA*

Oct 2017 – Dec 2017

- Brainstormed and produced 2+ weekly identity pieces and evergreen entertainment content.
- Surveyed web to curate daily coverage report of trending stories and pop culture happenings for editorial team.
- Moderated BuzzFeed Parents Instagram account to ensure all engagement aligned with brand voice and mission.

## EDUCATION

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UCLA - University of California, Los Angeles

Bachelor of Arts: Socio-Cultural Anthropology