

MARISSA (MARÍ) CARDENAS

marissaleahcardenas@gmail.com

PROFESSIONAL EXPERIENCE

Paramount/MTV

Los Angeles, CA

Program/Executive Assistant, Music Events/Celebrity Talent

May 2022 – December 2023

- Managed budget and expenses for senior-level management and their projects, such as award shows like the MATVAs, VMAs or video shoots such as PUSH, or LOGO.
- Strong verbal and written communication to serve as a liaison between different teams such as production, sync, advertising, digital strategy, and integrated marketing.
- Experience with travel arrangements, billing reimbursements, planning, and logistic requirements for events and meetings.
- Brainstormed decisions, which led to 23% viewership increase for the 2024 MATVAs than year prior.
- Assisted and escorted high-level talent on live sets and video shoots.
- Researched award nominees/categories and crafted questions for hosts using Sheets and Docs.
- Organized, scheduled, and transcribed meetings, events, and agendas with discretion towards confidential information.
- Excelled multitasking responsibilities with attention to detail.
- Created presentations, itineraries, and project documentation using Adobe Creative Suite, Canva, Excel and Microsoft Office.

CROOKED MEDIA

Los Angeles, CA

Production Intern

May 2021 – September 2021

- Wrote guest briefs, show topics, interview questions, and production notes for politics-based podcasts *Pod Save America* and *Pod Save the World*.
- Organized meetings, schedules, and communication with hosts and talent.
- Wrote promotional materials for podcasts.
- Pitched show topics for upcoming podcast shows using presentations with analytics.
- Supported the daily activities and needs of the production team.
- Developed relevant solutions to transcribe and help provide answers to policies effectively.

EMERSON COLLEGE PRESIDENTIAL ADVISORY BOARD

Los Angeles, CA

Journalism Chair Assistant

September 2019 – May 2021

- Organized calls, paperwork, and calls to action alongside the college's President, Journalism chair, and communication department chairs to reform diversity, equity, and inclusion change.
- Facilitated in-person and virtual anti-bias training sessions, with our "Teach-in On Race" panel reaching over 200 attendees.
- Contributed to dynamic presentations through visuals and research to connect the bridge between staff and students.
- Created surveys for students of color in the Journalism department with Google Suite.
- Established evaluation criteria and identified areas for improvements for the program.

"CHEW ON THAT"

Boston, MA

Executive Producer

January 2021 – May 2021

- Director, producer, and co-host for "Chew On That," an educational talk show focused on BIPOC and their traditional foods.
- Filed and administered budget forms through Excel.
- Oversaw creative and technical aspects of production, audio, marketing, and video teams.

EDUCATION

EMERSON COLLEGE

Bachelor of Science in Journalism | Emphasis in Diversity & Inclusion + Marketing

- Awarded the 2021 Emerson College's "Catalyst For Change" award by the School of Communication.

LEADERSHIP EXPERIENCE

POETRY NIGHT

Los Angeles, CA

Community Organizer/Event Coordinator

- Creating visual promotional material, such as videos, flyers and pitch decks for sponsorships/collaborations.
- Garnered over 80 attendees at each event.

PENNY THE MAG

New York, NY

Contributor

- Writing features, creating crosswords, photographing musicians, interviewing artists, and maintaining communication with their publicity teams.