

TIFFANI DILLON

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EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Long Beach, CA

Bachelor of Arts in Journalism

May 2024

Achievements: Dean's List • First-Generation College Graduate • NABJ • EOP • Get Lit: Creative Career Lab Fellow

EXPERIENCE

SEPHORA

Torrance, CA

Brand and Marketing Associate

September 2024 - Present

- Incorporated storytelling and trend awareness to deliver relevant, beauty-focused insights
- Assisted with product launches by partnering with brand representatives and participating in campaign training
- Contributed to brand growth by working cross-functionally and engaging with the in-store community to enhance client experience

WORDPRESS

Los Angeles, CA

Independent Blogger

January 2023 - Present

- Created original multimedia content for Edit Diaries, a self-run blog hosted on WordPress
- Used research to create engaging stories and posts aligned with current trends
- Managed content planning and consistent publishing to develop audience engagement

FREELANCE MEDIA

Los Angeles, CA

PR Assistant, Writer, Content Creator

May 2024 - April 2025

- Developed media outreach emails, pitched strategies, and distributed press releases, boosting client visibility by 25%
- Supported events, managed calls, and handled administrative tasks to ensure smooth operations
- Conducted client research and built media lists using Excel for campaign support

AMAZING PR

London, UK

Beauty Public Relations Coordinator

January 2024 - April 2024

- Created systems to optimize social media and blog content, driving stronger client engagement and satisfaction
- Led initiatives to improve brand storytelling across platforms for beauty and wellness clients

LONG BEACH STATE ATHLETICS

Long Beach, CA

Digital Marketing Intern

September 2023 - December 2023

- Maintained enthusiasm while managing and organizing multiple post production projects
- Boosted event attendance by 20% through strategic campaigns, including targeted outreach, gathering qualitative feedback, and supporting media activities,

22 WEST MEDIA

Long Beach, CA

Radio Assistant

September 2023 - December 2023

- Boosted audience engagement at 22 West Media through strategic content creation, trend analysis, and social media promotion
- Supported radio show production with organized management and clear journalistic copy in a fast-paced environment

VICTORIA'S SECRET

Lakewood, CA

Brand Associate

September 2021 - January 2023

- Increased sales 15% by delivering personalized service and product advice
- Supported visual merchandising and store presentation to reflect brand image
- Assisted in promotional events, boosting client engagement and marketing efforts

SKILLS

- Brand Research, Media Relations, Marketing, Multimedia, Product Knowledge, Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Docs, WordPress, Canva, Adobe Creative Cloud, Content Creation, Social Media Management, Brand Development, Customer Service, Sales, Visual Merchandising