

Ava Mora

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## EDUCATION

**The University of Texas at Austin, Austin, TX**

May 2026

*Bachelor of Science in Public Relations*

- Media and Entertainment Industries Minor
- Business Minor
- UTLA Semester in Los Angeles Program – Burbank, CA

Summer 2025

## EXPERIENCE

**Channel 101, Los Angeles, CA**

Summer 2025

*Public Relations and Marketing Intern*

- Initiated and coordinated outreach to 10+ peer short film festivals; facilitated meetings that resulted in a cross-promotional partnership and collaborative screening event.
- Negotiated and secured sponsorship from Blackmagic Design for flagship screening, helping offset production costs and enhance the creator experience.
- Captured and posted behind-the-scenes and live event content; wrote copy for social media platforms, increasing average post views and reach by 30%.
- Drafted press releases and media-facing materials to promote screenings and featured creators.
- Operated under a signed NDA, maintaining strict confidentiality with unreleased projects and creator submissions

**Black Sheep Marketing, Austin, TX**

February 2025- Present

*Student Data Collector/Campus Ambassador*

- Promote brand awareness through peer-to-peer engagement by distributing 1000+ promotional items in high-traffic campus areas, dorm storms, Greek storms, apartment storms.
- Provide detailed weekly recaps with 30+ geo-stamped photos and feedback from campus ambassador events to assess campaign effectiveness.
- Coordinate and manage campus tabling events, ensuring compliance with university regulations and engaging hundreds of students through interactive activities and giveaways.
- Conduct secret shopping evaluations across various inquiry types (online, phone, virtual, in-person) and provide detailed feedback through weekly reports.

**University of Texas at Austin, Austin, TX**

May 2024- Present

*SHIFT-Maker*

- Advocate and promote harm reduction and safe consumption practices.
- Craft zero-proof cocktails for students, faculty, and event attendees.
- Engage in conversations about harm reduction practices and substance use.
- Educate the community about the SHIFT mission and its 6 pilot initiatives.

**Whiskey Cake, Dallas, TX**

July 2022 – August 2023

*Hostess/Server*

- Provided a welcoming environment to ensure guest satisfaction.
- Multitask between greeting and seating guests, managing server sections, handling to-go orders, maintaining a safe and clean environment, and answering guest inquiries.
- Guided guest experience through comprehensive menu knowledge and managed a high volume of tables while ensuring timely and attentive service and managed a high volume of tables while ensuring timely and attentive service.

## CAMPUS INVOLVEMENT/RELATED EXPERIENCES

**Austin Film Festival, Austin, TX**

Fall 2023

*Volunteer*

- Assisted in event registration and management, processed event attendee credentials and access passes.
- Answered event attendees' inquiries.

**PRSSA, The University of Texas at Austin, Austin, TX**

Fall 2023 – Present

*Member*

- Participate in networking and career-building workshops and experiences.
- Gain insight and experience into the professional world of public relations.

## SKILLS & INTERESTS

**Social Media:** TikTok, Facebook, Instagram, LinkedIn, Snapchat, Capcut

**Software & Databases:** Microsoft Office Suite, G-Suite, iMovie, Mintel, Statista, Canva

**Interests:** Passion for film, television, and music. Crafting strategic messaging, coordinating events, executing experiential public relations campaigns, and conducting market research. Doing arts and crafts, baking, going for nature walks.