



Becca Cohen

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PROFESSIONAL SUMMARY

Motivated Advertising and Public Relations student seeking entry into Penn State's Hollywood, with:

- Substantial social media content creation, strategy, and campaign experience
- Strong production and editing skills (Adobe Premiere and control room operation)
- Proven leadership and team-building skills

EDUCATION

B.A. Advertising/Public Relations | Donald P. Bellisario *EXPECTED IN 05/2027*
College of Communications

The Penn State University, University Park, PA

- Extracurricular Activities current: PSNtv Member, AD/PR club Member, AWSM Member
- Awarded: 2019 Youth Leader BBYO, 2020 BBYO President of the Year, 2022 Associate Counselor of the year, 2023 Counselor of the year, 2023 Wayne Hills TV Honors Society, 2023 Wayne Hills Deans List.

SOCIAL MEDIA AND PRODUCTION EXPERIENCE

PENN STATE ATHLETICS

01/2024 to CURRENT

University Park, PA

Live Production Intern

- Rotate through camera operator, replay, graphics, audio, and technical directing live for big10 student U events.
- Collaborate with event producers and athletics staff (Men's/women's gymnastics, basketball, lacrosse, hockey, softball, and Men's Volleyball)

PSNTV

08/2023 to CURRENT

University Park, PA

Studio Crew

- Pitches weekly segment and production ideas to curate a larger following
- Utilizes adobe premier pro for video editing, graphics, and production management (creating packages).

Broadcast Talent

- Hosts weekly on camera entertainment segments
- Builds and maintains relationships with relevant media outlets and journalists.

SOCIAL MEDIA COORDINATOR AND VIDEO PRODUCER *09/2021 to 06/2023*

Wayne Hills High School | Wayne, New Jersey

- Managed social media accounts for clubs, sports teams, and elective classes. Generated interest for existing and upcoming events.
- Increased attendance of school pep rallies and basketball games
- Engaged with community leaders to foster student connections.
- Developed schedules for production, editing, and duplication for timely delivery.