

RANIA TUKU

Bellevue, WA | Raniatku@gmail.com | LinkedIn: <https://www.linkedin.com/in/rania-tuku-7a8244260/> |

EDUCATION

University of Southern California Los Angeles, CA
Bachelor of Arts in Cinema and Media Studies Expected May 2027

University of Southern California Los Angeles, CA
Master of Public Relations and Advertising Expected Spring 2027

Scholarship: Robert Toney Williams' Scholarships for Excellence In The Arts And Communication

SKILLS

Software: Adobe Photoshop, Canva, Microsoft Office, Google Suite

Certifications: LinkedIn Learning Courses: Strategic Thinking, Nano Tips for Communicating with Confidence with Selena Rezvani

Publications: Acknowledged contributor for annual report titled "*Inequality in 1,800 Popular Films: Examining Portrayals of Gender, Race/Ethnicity, LGBTQ+ & Characters with Disabilities from 2007 to 2024*" published in Annenberg Inclusion Initiative (2025).

Skills: Communications Strategy, Data & Market Analysis, Community Outreach, Report Writing, Public Speaking, and Event Planning

EXPERIENCE

Hello Human Los Angeles, California
Communications Intern June 2025 – August 2025

- Developed targeted research driven media lists to support over 40 client campaigns, contributing to both visual and written assets for pitch decks and presentations
- Conducted in depth publication scans and competitor analyses, to inform strategic communication initiatives designed to increase engagement by 20%
- Collaborated with diverse teams and leveraged messaging strategies through tracking media coverage and maintaining internal media databases to ensure up to date reporting

Annenberg Inclusion Initiative Los Angeles, California
Research Assistant/Production Tracker October 2024 — August 2025

- Conducted market research and audience analysis to uncover trends, preferences, and demographic insights supporting the development of entertainment programs
- Monitored film and television projects, tracking key performance indicators including ratings, audience engagement, and platforms specific metrics using internal databases

Beats by Dre Remote, United States
Customer Data Insights and Survey Implementation Extern July 2024 — August 2024

- Analyzed quantitative data into visual reports to support business insights and decision making for cross functional teams
- Designed, launched, and managed surveys using Google Suites, collecting 100+ actionable data points under the guidance of senior consultants to better understand synthesized key insights and product sentiment

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

REACH Los Angeles, California
Assistant Director of Creator Camp October 2024 — September 2025

- Lead the planning and execution of bi-weekly educational event programming, coordinating industry guest sessions over influencer marketing, brand partnerships, and emerging trends like AI in social media
- Designed graphics, promotional videos, and visual content for members and supported partnership initiatives with brands including Bumble and Fanfix
- Participated in executive led focus groups, including a session with Drew House CEO Ryan Good, gaining industry insights and expanding professional networks to strengthen program strategy

East African Student Association Los Angeles, California
Co-Events Chair October 2023 — Present

- Directed backstage operations for the USC East African Culture Show, produced the short film *Cultivating Our Roots*, and planned cross-university community events including fundraisers and mixers to strengthen cultural engagement

The Morning Brew, TrojanVision Los Angeles, California
Production Team Member January 2024 — May 2024

- Contributed to the production of a live production televised show by collaborating across teams on media strategy, scriptwriting, video editing and marketing initiatives gaining experiences in broadcast production