

Malia Paganucci

she/her | 916-462-2954 | maliapaganucci@gmail.com | [LinkedIn](#) | maliapaganucci.com

RELEVANT EXPERIENCE

Social Media Coordinator

January 2026-Present

Cali Fluff Co.

Remote

- Grow community engagement by curating content for Instagram, Pinterest, and Facebook using Canva
- Drive campaign planning and brand messaging alongside the Founder/CEO in Asana and Buffer
- Track social media metrics to evaluate engagement, growth, and campaign performance

Social Media Marketing Intern

September 2025-February 2026

The {C} Magazine

Remote

- Develop and produce content using Canva for Instagram, Facebook, and X
- Collaborate closely with the CEO on social and marketing strategy
- Boosted online readership 68.8%, driving 8.4% Instagram follower growth and a 371% spike in viewership in 6 months; Facebook engagement rose 117% and viewership 280%.
- Conduct media outreach for brand promotion

Account Executive

September 2024-June 2025

University of Oregon Allen Hall Public Relations, Nationally Affiliated Student-Run Public Relations Agency *Eugene, OR*

- Created dynamic graphics and posters in Canva and crafted social media copy for the Lane County Community Student Production Association's Instagram and TikTok accounts
- Increased the Instagram engagement by 837%, profile activity by 296%, and profile visits by 303%
- Developed targeted media lists, crafted press releases, and tailored pitches to conduct outreach to local media
- Facilitated an advertisement exchange for the 2024-25 season show programs in collaboration with a local Eugene movie theater

Social Media & Communications Assistant

September 2023-June 2025

University of Oregon Division of Graduate Studies

Eugene, OR

- Crafted social media copy and designed visuals using Canva and Adobe InDesign for an Instagram account with over 1,400 followers
- Boosted the Instagram following by 6.1% and engagement by 12.6%
- Authored a promotional news article featured on the UO Division of Graduate Studies website and social media channels

Content Creator Intern

April 2024-April 2025

Alpha Chi Omega Fraternity, Inc.

Remote

- Utilized trends and graphic design skills to create, monitor, and post content for the Alpha Chi Omega HQ Instagram with 37,000+ followers and TikTok with 1,800+ followers
- Collaborated with the Alpha Chi Omega Social Media Coordinator and two fellow interns to curate content

Social Media & Public Relations Intern

January 2023-September 2024

Her Allies, Non-Profit

Remote

- Generated campaign ideas and collaborated in the design and review process
- Created, posted, and monitored content on social media platforms, including Facebook, Instagram, and LinkedIn

- Enhanced Instagram following by 47.1% and engagement by 83.3%
- Developed media lists and pitches to conduct outreach to promote exclusive Her Allies events, workshops, and resources

Social Media Ambassador

June 2024-July 2024

University of Oregon, School of Journalism & Communication

London, United Kingdom

- Produced, curated, and captured compelling content for the London PR & Advertising Study Abroad Program on the University School of Journalism & Communication's Instagram account with 6,000+ followers
- Coordinated with the UO SOJC Social Media Strategist and a fellow ambassador to strategize and refine content

EDUCATION

University of Oregon

September 2021-June 2025

College of Arts and Sciences & School of Journalism and Communication

Bachelor of Arts in Public Relations & Cinema Studies, Minor in Italian – Cum Laude

Eugene, OR

- Dean's List (Fall 2021-Spring 2025), 3.90 Cumulative GPA
- UO School of Journalism and Communication London PR & Advertising Study Abroad Program (Summer 2024)

LEADERSHIP & ACTIVITIES

CAMPUS & COMMUNITY INVOLVEMENT

- Women in Creative Industries Club Member (January 2024-June 2025)
- Align Fashion & Arts Magazine Blogger (January 2024-June 2024)
- Alpha Chi Omega Fraternity Inc. Continuous Recruitment & Song Chair (April 2024-November 2024)
- University of Oregon Panhellenic Recruitment Counselor (Fall 2023)
- Housing Service Center Assistant (September 2022-June 2023)

SKILLS

Google Suite | Microsoft Office: Word, Teams, PowerPoint, Outlook, Excel | Adobe Suite: Acrobat, Premiere Pro, Photoshop, Lightroom | Canva | CapCut | Asana | Buffer | Social Media Strategy & Marketing | Media Relations | Muck Rack | Copywriting | Pitching