

# Malia Paganucci

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## RELEVANT EXPERIENCE

### **Social Media Coordinator**

*Cali Fluff Co.*

**January 2026-Present**

*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**

*The {C} Magazine*

**September 2025-February 2026**

*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**

*University of Oregon, School of Journalism & Communication*

**June 2024-July 2024**

*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**

**College of Arts and Sciences & School of Journalism and Communication**

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

**September 2021-June 2025**

*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