



# MIRANDA LOPEZ.



## PROFILE

Self-motivated marketing, communications and events manager with a reputation for meticulous work and a passionate attitude. Driven to curate innovative, engaging content and memorable experiences.

## EDUCATION

**UCLA** | 2013 - 2016

Communications Studies Major, Theater Minor

## KEY SKILLS & COMPETENCIES

- Social Media Management
- Digital Marketing
- Content Creation
- Influencer Management
- Public Relations
- Event Production
- Creative Branding & Concepting
- Copywriting
- G-Suite & Microsoft Suite Apps
- Squarespace / Wix / Wordpress / Shopify

## ADDITIONAL EXPERIENCE

### MAJESTIC REPERTORY THEATRE / TABLE 8 IMMERSIVE

Creative Producer  
July 2021 - Present

### AMERICAN CANCER SOCIETY

Relay For Life Event Lead  
UCLA: Sept. 2013 - May 2017  
SOUTHERN NV: Feb. 2018 - Jan. 2022

### TEDxOLYMPICBLVDWOMEN

Event Production Coordinator  
Aug. - Nov. 2016



## CONTACT INFORMATION

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## PROFESSIONAL EXPERIENCE

### Co-Founder

*The Social Sisters* | June 2021 - Present

- Focuses on social media, social events and social storytelling alongside her sister, Jillian Lopez
- Provides digital marketing, social media, communications and production services to various clients
- Writes/produces various interviews/articles within the community (Levy Production Group, FiveSix Productions, Deluxe Version Magazine, etc.)
- Handles one-off influencer experiences for various companies (Royal Crawl, ARTE MUSEUM, Spiegelworld, etc.)

### Social Media, Communications and Marketing Manager

*Freelance* | Oct. 2020 - Present

- Creates, curates and manages marketing and communications content for clients across various industries including: The Space, Mondays Dark with Mark Shunock, Democracy Clothing, local communities and more
- Develops content for one-off projects and events for Spiegelworld's Absinthe and Superfrico, Table 8 Immersive and more
- Oversees and writes both long- and short-form content for web, newsletters, releases, e-blasts, magazines, etc.
- Works collaboratively and cross-functionally with various company departments and partners to bring content to life

### Communications & PR Manager

*Eataly Las Vegas at Park MGM* | Jan. 2019 - Oct. 2020

- Spearheaded all media, influencer and community relations/strategies
- Managed and curated content and response for Eataly social media channels, Eataly.com, Yelp, GMB, newsletters, internal/external outreach
- Collaborated with Education & Events Team to create, organize and execute internal and external events
- Served as liaison for Eataly and MGMRI corporate partnerships

### Public Relations Coordinator

*Caesars Entertainment Inc.* | Apr. 2017 - Jan. 2019

- Developed and executed large-scale events for Gordon Ramsay HELL'S KITCHEN, Pronto by Giada De Laurentiis, Vegas Uncork'd by Bon Appetit, Gwen Stefani: Just A Girl, JENNIFER LOPEZ: ALL I HAVE, Mariah Carey - The Butterfly Returns, Evel Live and more
- Created and implemented strategic public relations plans to engage internal and external partners
- Prepared and distributed releases, coverage recaps, executive speaking points, and traditional pitches to secure local/national/international press

### Social Media / Public Relations Assistant

*Jeff Wagner Agency* | Sept. - Dec. 2016

- Developed media alerts, press releases and social media content
- Tracked impact and monitored coverage to produce client reports and media clippings
- Researched sponsorship opportunities, influencers and local events

