



Marissa Hasson

BROADCAST JOURNALISM GRADUATE

CONTACT



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Marissa-Hasson



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SKILLS

- Adobe Premiere
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Microsoft Office
- Microsoft Excel
- Microsoft PowerPoint
- Camera operations
- Google Apps
- Social Media
- Interviewing skills
- Facebook Ads

VOLUNTEER WORK

Relay for Life

-Raised money throughout college towards cancer research

THON

-Volunteered over 4 years at Penn State to help raise over 10 million dollars a year towards pediatric cancer

Rock the Vote

-Volunteered to help register people to vote before elections

MEDIA JOBS

Project Coordinator, The Bloc

New York City, NY / February 2021 - Present

- Monitors all brand advertising projects and deliverables
- Sets project timelines and monetary estimates
- Works across all teams within the company to follow entire process of projects until it is client approved
- Presents weekly resourcing allocations to department VPs
- Solves any and all problems that teams come across

MEDIA INTERNSHIPS

Digital Marketing Intern, FloSports

Austin, TX / June 2019 - August 2019

- Worked with Brand, Content, and Partner marketing teams
- Assisted Partner Marketing Manager in managing event planning and partnership management
- Created a social media ambassador program still in use today

VIP/Operations Intern, Live Nation Entertainment

Los Angeles, CA / January 2019 - May 2019

- Assisted Executive VP of Operations in reporting projects & presentations for operations and marketing teams on over 38 Live Nation venues
- Attended local LA venues and shadowed the GM, events manager, and worked w/ marketing teams
- Organized and generated data from online platforms

Video Production Intern, Penn State Football

State College, PA / January 2018-December 2018

- Produced, shot, logged footage, and edited Penn State football highlight reels for Penn State Football's Official Twitter, Facebook, & Instagram pages
- Assisted with guest and celebrity services; generated new ideas for social media content and recruitment videos

FIELD EXPERIENCE

Penn State Movin' On Music Festival

State College, PA / October 2017 - May 2018

- Coordinated, planned, & produced the Penn State student-run Music Festival with acts such as Logic and Wiz Khalifa.

Live Nation Oscars' After Party Event

Los Angeles, CA / February 2019.

- Worked as a runner for the production and operations team.

EDUCATION

The Pennsylvania State University, University Park, PA

Broadcast Journalism Major

Theatre Minor

Graduated: May 2020

Dean's List Student

Overall GPA 3.7
