

Isabella Lopez

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EDUCATION

University of Southern California Los Angeles, CA
Bachelor of Arts (BA) , Law, History, and Culture; Public Relations and Advertising Graduation, 2027
Dean's Merit Scholarship Recipient and Annenberg & Dornsife Dean's List

Alexander Hamilton High School Los Angeles, CA
National Honor Society, National Society of High School Scholars, ASB President Graduation, 2023
LAUSD Hamilton Latina Representative Informational Graphic Honor, AP Selection Committee, Counselor's Choice Award

EXPERIENCE

Plat4orm PR INC Remote
Public Relations Intern January 2025 - Present
Utilize tools such as Muck Rack to research and gather information for clients and campaigns. Work closely with the media and influencer relations team on PR related tasks for legal technology businesses.

Cultural Relations and University Events Los Angeles, CA
Student Ambassador/Worker September 2023 - Present
Support USC events by managing tech check-ins, coordinating setup/teardown with staff, and adapting to diverse event needs; certified to operate event vehicles.

Rare Impact Fund National
Mental Health College Ambassador August 2025 - December 2025
Selected as 1 of 25 Rare Beauty Impact College Ambassadors to champion mental wellness, foster inclusion, and advance advocacy leadership.

Hispanas Organized for Political Equality (HOPE) Remote
College Leadership Program Scholar May 2025 - August 2025
Selected for HOPE's inaugural College Leadership Program, a competitive fellowship in civic leadership and policy, collaborating with Latina leaders nationwide on advocacy training and a civics-based capstone project.

The Hang Loose Hut Remote
Campus Marketing Intern August 2024 - May 2025
Developed and executed social media and campus marketing strategies to expand brand visibility and served as the primary contact for on-campus sales.

LEADERSHIP & ACTIVITIES

USC PRSC Los Angeles, CA
Good Tails Rescue Creative and Communications Lead September 2025 - Present
Led marketing tactics for internal (USC) and external (greater Los Angeles county) outreach to drive pet adoptions.

Dímelo Los Angeles, CA
Multimedia Journalist August 2025 - Present
Cover sports and cultural events through video, interviews, and digital storytelling, highlighting Latine voices and community impact across multimedia platforms.

Modern Minority Theater Company Los Angeles, CA
Director of Communications May 2025 - Present
Lead communications strategy, overseeing PR, marketing, and digital content to elevate productions and amplify underrepresented voices.

Social Media Manager October 2024 - May 2025
Directed communications and marketing for a theater company uplifting underrepresented voices, increasing engagement by 162% in 3 months.

USC Undergraduate Student Government Los Angeles, CA
Director of Public Relations May 2025 - Present
Lead newsletters and press releases, strengthening communication between USG and undergraduate students.

Associated Director of Media August 2024 - May 2025
Managed social media strategy for USC Undergraduate Student Government, creating and producing content to connect students with programs and initiatives.

USC Latine Student Assembly Los Angeles, CA
Director of Marketing May 2025 - Present
Develop creative campaigns that celebrate cultural identity, spotlight student initiatives, and promote community events.

HSF National
Scholar
Selected as a 2025 HSF Scholar from 69,000+ applicants, joining a national network of Latino leaders.

Washington D.C. Maymester National
Scholar
Completed a career trek in Washington, D.C., engaging with policymakers and leading a briefing for the Obama Foundation.

Hispanas Organized for Political Equality (HOPE) National
Latina to Watch Honoree
Recognition for civic advocacy.

Organized Zoom/Interview with Jorge R. Gutierrez Los Angeles, CA
Collaborator Fall 2023
Organized a class interview with filmmaker Jorge Gutierrez, fostering dialogue on culture, socioeconomic issues, and representation in higher education and careers.

Amnesty International USA Los Angeles, CA
President and Vice President of School Cohort October 2021 - June 2023
Led a school cohort to organize educational forums on social justice issues and coordinated advocacy events and drives on climate, criminal justice, and human rights.

NBC Channel 4 and Telemundo Los Angeles, CA
Interviewee December 2022
Addressed the inauguration of Mayor Bass, speaking to emphasize the importance of diversity, equality and inclusion.

Justice for AHHS Los Angeles, CA
Founder April - June 2021
Collaborated with attorneys, school leadership, and Title IX coordinators to establish a stronger reporting system after a sexual assault case, while leading student town halls and sharing updates through social media.

SKILLS & INTEREST

Language: English & Spanish, California Seal of Biliteracy for Spanish

Technical : Canva, CapCut, iMovie, MuckRack and Excel

Memberships: Latino's In Law, Public Relations Student Society of America USC, PRSC, Pre-Law Womxn of Color Collective, Undocumented Trojan Success Assembly, Annenberg Media