

Leila Nunez

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EDUCATION

University of Southern California

Expected May 2027

M.S. Integrated Design, Business, and Technology

California State University, Long Beach - B.S. Computer Science

May 2025

Relevant Coursework: Machine Learning, Artificial Intelligence, Web Programming & Accessibility, Probability & Statistics, Scientific Research Communication

WORK EXPERIENCE

Creative Project Management Intern | PBS SoCal

Jul 2025 – Oct 2025

- Managed diverse creative projects including weekly Roku/digital ads (2–3 per week), long-lead campaigns, and reels, **coordinating assets and timelines** across cross-functional teams.
- Curated and organized digital assets in Sony Ci and Dropbox, **reducing retrieval time by 25%** for marketing and educational initiatives.
- Researched and presented workflow automation solutions (Zapier, Unito) to leadership as part of **AI and efficiency initiatives**.

Web and Technology Director | Beach Media

Jan 2023 – Aug 2025

- Restructured and optimized CMS content, cutting page load times by 50% and improving search/navigation.
- Designed and **launched event pages, fundraising sites, and multimedia story features**, integrating technical and design elements to support audience engagement.
- Authored documentation & training resources adopted by 20+ staff, improving continuity across leadership transitions.

Multimedia Managing Editor | Long Beach Current Newspaper

Aug 2021 – May 2023

- Directed multimedia coverage and daily web content for a 40-person staff, increasing digital engagement by 30%.
- Edited and published articles, podcasts, graphics, and video content across platforms.
- Implemented new social media strategy that contributed to an increase of ~2,000 Instagram followers within one academic year.

PROJECTS

Chip – Bill Splitting App for Groups

Aug 2024 – Present

- Designed responsive React Native interface for 14+ screens from wireframes/prototypes in Figma.
- Built **OCR/NLP receipt scanning** pipeline in Python, reducing manual entry by 70–80% and improving data accuracy.
- Conducted **market research and authored use-case reports**, guiding product workflows and cross-platform features.

SKILLS

Content & Design: CMS (WordPress), Digital Media Production, Figma, Adobe Creative Suite

Web Development: HTML, CSS, TailwindCSS, JavaScript, React, Git

Data & Research: Python, SQL, OCR, NLP, Agile (Scrum), Market/User Research