

Amanda Lopez

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EXPERIENCE

NBC ENTERTAINMENT

Marketing Coordinator / Sept. 2018 to Present

- Provide daily support for EVP, Digital & Print Creative as well as Project Management, Design & Production teams.
- Coordinate & execute 14 producer vision calls, & write synopses & character breakdowns for all drama & comedy pilots.
- Track print production budgets, create schedules, compile assets and obtain approvals for various projects managed.

DEUTSCH

Assistant Media Planner / June 2017 to Sept. 2018

- Executed & managed local & national media campaigns for Tile, Foster Farms, Cacique & California Milk Advisory Board.
 - Managed weekly pacing reports for all campaigns & processed invoices to balance & reconcile budgets.
 - Created status documents, organized meetings & maintained relationships with vendors & other departments.

NBCUNIVERSAL

Ad Sales, Client Partnerships Intern / Jan. 2017 to May 2017

- Compiled research & insights on 9 film studios & 9 auto accounts for client strategy docs & Upfront presentations.
- Developed & maintained relevant & up-to-date network programming, promotions & film studio slate schedules.
 - Organized & uploaded creative assets for promotional NBCU network & film studio campaigns.

20TH CENTURY FOX

Digital Publicity Intern / Oct. 2016 to Dec. 2016

- Provided talent, will call & administrative assistance at press junkets & "Trolls" & "Why Him" movie premieres.
 - Compiled weekly press clippings & redeveloped 800+ person media list to maximize press coverage.
 - Created weekly update to provide latest news & knowledge of the theatrical movie business.

WARNER BROS. RECORDS

Sales Intern / June 2015 to Aug. 2015

- Tracked sales trends of WBR artists' songs and albums, & analyzed streaming patterns on Spotify Analytics.
- Conducted market research to create targeted sales & marketing plan centered around summer album release.
 - Explored & brainstormed retail marketing opportunities & products to promote WBR artist releases.

EDUCATION

Loyola Marymount University
Bachelor of Business Administration in Marketing
M-School Institute of Marketing
Journalism Minor
Class of 2017

SKILLS

MAC / PC
Adobe InDesign, Illustrator / Microsoft Suite / Google Suite / Keynote / Wordpress / Squarespace
Nielsen / MRI / Kantar / iMovie / Medium / Facebook / Instagram / Twitter