



Tanya Soria

Public Relations & Communications

CONTACT

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-  English & Spanish

ABOUT ME

I'm a public relations professional with 8 years of experience supporting entertainment and media-focused campaigns through content creation, media and influencer relations, and strategic communications. I bring a strong visual and editorial sensibility, with hands-on experience in graphic design, writing, and digital storytelling across platforms. Known for my adaptability and creative problem-solving, I thrive in fast-paced agency environments, delivering thoughtful, on-brand work under tight deadlines.

EDUCATION

Southwestern Adventist University

2018 - B.S. in Communication

University of Southern California

2025 - M.S. in Public Relations Innovation, Strategy & Management

CERTIFICATIONS

2019 | Graphic Design - New York Institute of Art

COMPETENCES

- Social Media Strategy & Content Creation
- Media & Influencer Relations
- Campaign Development + Budgeting
- Content Creation
- Graphic Design (Adobe CC, Canva)

REFERENCES

Available upon request.

WORK EXPERIENCE

2018 - Current | KUSI/FOX5 - Director/Producer

- Supported daily live news coverage by coordinating on-air guests and content flow while collaborating with editorial teams to ensure messaging was clear, accurate, and aligned with brand voice.
- Shaped and edited broadcast content under tight deadlines, applying strong editorial judgment to maintain message clarity, consistency, and relevance for target audiences.

2025 - Current | KUSI/FOX5: "Keepin' It Reel" - Host, Producer, Video Editor

- Lead weekly on-camera discussions covering film and entertainment news, shaping show structure, pacing, and segment flow for a live-to-record OBS production.
- Edit full episodes and short-form clips to drive engagement across social media channels to deliver polished, audience-ready content.

2018-2019 | San Diego International Film Festival

- Developed cross-platform social and graphic content to support festival publicity efforts, designing print and digital assets that amplified film premieres, talent appearances, and key festival moments while tracking engagement metrics to guide campaign strategy.
- Supported talent- and event-focused publicity by filming red carpet interviews, creating real-time social coverage at official festival events, and cultivating relationships with influencers to expand reach for promotional campaigns and branded content.

2018 | Loma Linda University Health - Creative Media Internship

- Developed recruitment-driven storytelling through testimonial videos and creative social media campaigns, collaborating with university departments to pitch concepts, align messaging, and shape compelling narratives.
- Filmed all video content and handled all post-production including video editing, audio mixing, and digital asset delivery.