

Toma Battino

EXPERIENCE

Beshock Ramen, San Diego, CA | *Social Media Manager*

SEPTEMBER 2021 - SEPTEMBER 2025

- Directed and executed content production, both in-house and with influencers, while managing timelines.
- Analyzed performance data across platforms to identify actionable insights for future content and audience growth.
- Generated over 10 million views by consistently creating quality content, while also innovating methods regularly.

Radd Interactive, San Diego, CA | *SEO Analyst*

MAY 2021 - AUGUST 2021

- Analyzed trends, algorithms, and competitors to meet rigorous deadlines for client optimization projects.
- Updated metadata, title tags, and content for over 15 client websites every week to rank higher on search engines.
- Wrote high-impact content on client websites to build authentic connections with customers.

PowerSchool, Folsom, CA | *Market Research Intern*

MARCH 2020 - SEPTEMBER 2020

- Managed research timelines, organized deliverables, and maintained accurate project documentation.
- Conducting market research to identify emerging edtech trends, competitor features, and market opportunities.
- Synthesized research findings into clear, concise presentations and reports to inform strategic planning framework.

EDUCATION

University of Southern California, Los Angeles | *M.A. Public Relations and Advertising*

AUGUST 2025 - MAY 2027

Video team lead for the Center for Public Relations

Account executive for Public Relations Student Society of America

University of California, San Diego, San Diego | *B.A. Communication*

SEPTEMBER 2017 - JUNE 2019

PROJECTS

Tomabites | *Content Creator*

Created a boutique hospitality agency that garnered over 50 million views.

Yotomatillo | *Illustrator*

Created over 300 illustrations and animations for album covers and movies using digital drawing pads and AI.