Toma Battino

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Education

University of Southern California — **Los Angeles, CA**
M.A. Public Relations and Advertising, *expected May 2027*

University of California, San Diego — **San Diego, CA**
B.A. Communication

Experience

Extension PR | Automotive PR Intern | Los Angeles, CA | Sep. 2026 - Present

- Coordinate event planning and logistics for Lamborghini, Bugatti, and Ducati.
- Support media relations through outreach, research, and monitoring.
- Draft weekly media coverage report for clients.

IW Group | Production Intern | Los Angeles, CA | Jun. 2026 – Aug. 2026

- Supported production of McDonald's integrated social campaigns from pre-production through on-set execution.
- Coordinated vendor sourcing and communications for a McDonald's product launch activation.
- Evaluated the agency's social content strategy and developed recommendations for new social media templates.

USC Center for Public Relations | Executive Producer & Video Producer | Los Angeles, CA | Sep. 2025 – Present

- Lead production and guest coordination for a podcast hosted by Fred Cook, former Chairman Emeritus of Golin.
- Produce video content supporting Center for Public Relations events and promotional campaigns.

Tomabites | Founder & Social Media Strategist | San Diego, CA | 2021 – 2026

- Founded a boutique hospitality marketing agency serving 35+ clients, including restaurants and luxury hotels.
- Developed social-first marketing campaigns generating over 50 million organic views across TikTok and Instagram.
- Led creative strategy and content production for brands including Montage Resorts and Pendry Hotel.

USC Athletics | Videographer | Los Angeles, CA | Feb. 2026 – Present

- Produce branded video content for USC Athletics, creating social-first storytelling that strengthens fan engagement.

Beshock Ramen | Social Media Manager | San Diego, CA | Sep. 2021 – Sep. 2025

- Directed content strategy, influencer collaborations, and social production for a regional restaurant brand.
- Planned and executed digital campaigns and experiential events, including San Diego Sake Week.

Radd Interactive | SEO Analyst | San Diego, CA | May. 2021 – Oct. 2021

- Improved clients' organic search performance by optimizing website metadata, content, and SEO strategy to increase online visibility.