Nathalie Tovar

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WORK EXPERIENCE

Billboard *Los Angeles, CA*
Editorial Social Media Intern *August 2026 – Present*

- Creating, scheduling, and publishing social media content through editorial calendars across Billboard's channels to create timely, engaging material for 72M+ followers across Facebook, Instagram, TikTok, and X
- Maintaining organized documentation of social channel analytics and tracking high-performing audience trends
- Shaping Billboard's voice by crafting engaging copy and graphic design materials that generates up to 375K-1M+ views

The Oriel Company *Remote*
Publicity Intern *June 2026 – August 2026*

- Conducted media research using Muck Rack, updated press kits, and assisted in the development of written materials, including interview requests and media pitches, for entertainment clients to support publicity campaigns and outreach
- Assisted with tour publicity for artists by maintaining up-to-date tour information and pitching media outlets to secure interviews, reviews, and preview coverage
- Formatted "New Music Friday" graphics on Canva that are used on company social media platforms (Instagram) to showcase new music releases while ensuring visually clean design and alignment with company brand kit

Santa Barbara Life and Style Magazine *Santa Barbara, CA*
Editorial & Content Writing Intern *January 2026 – August 2026*

- Researched, wrote, and edited 3-4 magazine articles per month covering travel, wellness, local events, and luxury fashion, while creating relationships within the Santa Barbara community and with publicists to source story ideas, conduct interviews, and spotlight local voices and businesses
- Attended local events and capturing Instagram story content, ensuring that media reflects the magazine's editorial standards, aesthetic, and brand guidelines for a 36K+ audience
- Managed deadlines and revisions to ensure timely publication across both digital and print platforms and remaining in consistent communication with Editor-in-Chief

Santa Barbara International Film Festival *Santa Barbara, CA*
VIP Liaison Intern *January 2026 – February 2026*

- Supported execution of a high-profile, multi-day festival by coordinating VIP guest and talent logistics and managing seating operations, ensuring a seamless and professional guest experience
- Communicated with theater staff and festival teams to manage event capacity and last-minute adjustments, adapting quickly to schedule changes and acting as a front-facing representative for the festival
- Managed guest list and updated Excel spreadsheets of over 150+ individuals in support of logistics and publicity teams

LEADERSHIP & INVOLVEMENT

UCSB AS Program Board *Santa Barbara, CA*
Digital Media Coordinator & Marketing Ambassador *Sept 2024 – June 2026*

- Worked alongside Publicity Coordinator to execute promotional campaigns for large-scale events, increasing audience engagement through social media (19.2k followers on Instagram) and in-person outreach
- Planned and executed campus-wide events and concerts by creating promotional email campaigns, overall increasing opening rate by 135% and ensuring alignment with event timelines and audience engagement goals
- Served as on-site event staff assisting with check-in, ticket scanning, crowd flow, and attendee experience (800 to 7,500+ attendees) and communicated with external vendors to support event logistics, confirming that materials and deliverables were finalized prior to each event

EDUCATION

University of California, Santa Barbara *Santa Barbara, CA*
B.A. in Communication & Minor in Professional Writing (Multimedia Design), 3.96 GPA, Spring 2026 Graduate
Relevant coursework: Interpersonal Communication, Multimedia Writing, Journalism Writing, Magazine Writing, Digital Design

LANGUAGES & SKILLS

- **Languages:** English (Fluent), Spanish (Fluent)
- **Skills:** Adobe Creative Suite (Photoshop, After Effects, Premiere), Microsoft MS, Canva, CapCut, Asana, Meta Business Suite, Later, True Athem, Muck Rack, Social Media Managing, Multimedia Design, Video Editing