

Aminee Siriboe

(AH-MEAN-EE SRI-BAH)

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SUMMARY

Born and raised in Houston, Texas, with roots in Ghana, I developed resilience and a passion for storytelling through personal and family challenges. After discovering my interest in media and branding at LSU, I am now pursuing my master's in Public Relations and Advertising at USC, where I also serve as a teaching assistant. My goal is to build a career in public relations and crisis communication, helping organizations and individuals navigate challenges and share their stories authentically.

PROFESSIONAL EXPERIENCE

University of Southern California - Center of Public Relations

JAN 2025- Present

Executive Board/ Research Assistant

- Lead event planning and execution for flagship programs, including the Annual Board Meeting and the Kenneth Owler Smith Symposium, overseeing vendor relations, guest communications, and day-of logistics.
- Organize and participate in biweekly executive board meetings, collaborating on strategic initiatives and research priorities.
- Deliver industry research presentations for Experian and other partners, synthesizing complex findings into actionable insights.
- Present trend analyses on public relations practices, contributing thought leadership to professional audiences.
- Represent Gen Z perspectives on AI integration at the Arthur Page Society Industry Panel, shaping conversations on workforce readiness and adoption challenges.
- Contributed research and analysis to the 2025 Relevancy Report, informing industry professionals on emerging issues.

University of Southern California

AUG 2024- Present

Teachers Assistant (Prof. Jeff Fellenzer Sports Business and Media Class)

- Support course instruction for 60+ students by facilitating discussions, guiding classroom activities, and fostering engagement.
- Evaluate and grade assignments, essays, and exams with detailed, constructive feedback to strengthen student performance.
- Mentor students individually on coursework and career pathways, providing tailored advice and resources.
- Manage administrative responsibilities including attendance, participation tracking, and extra credit management to ensure academic accuracy.

Legacy Philanthropy

JUN 2023 - AUG 2024

Social Media & Public Relations Intern

- Managed cross-platform social media strategy on Instagram and TikTok, driving follower growth by 500+ and improving engagement through consistent branding.
- Produced and edited short-form video content optimized for TikTok and Reels, enhancing audience reach.
- Drafted and distributed press releases, securing earned media coverage for charitable initiatives.
- Designed persuasive client pitch decks, advancing fundraising and event sponsorship opportunities.
- Coordinated logistics for philanthropic events, ensuring smooth execution and positive stakeholder experiences.

Soul Supper

AUG 2023 - DEC 2023

Social Media Intern

- Develop a social media brand/theme for Soul Supper
- Developed and launched a cohesive social media brand identity across Instagram and TikTok.
- Created and managed weekly content calendars aligned with organizational messaging.
- Produced short-form video content and crafted compelling captions to drive engagement.
- Oversaw day-to-day management of social media channels, increasing visibility and audience interaction.
- Supported live event coverage, generating real-time content that amplified community engagement.

EDUCATION

University of Southern California

Public Relations and Advertising (MA)

AUG 2024 - MAY 2026

Graduate Fellowship Scholarship

Louisiana State University

Mass Communications (BA)

AUG 2020 - MAY 2024

Summa Cum Laude

SKILLS

Press release writing and distributing	Social media management	Ability to handle multiple tasks and projects simultaneously.
Conducting market research and audience analysis	Developing and implementing crisis communications plans	Developing brand messaging and positioning.
Proficient in AI tools (ChaptGPT, Claude, Gemini)	Analyzing social media metrics	Proficiency in Microsoft Office Suite and Adobe Programs
	Event planning	