

KISHA MEI DELA CRUZ

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EDUCATION

University of Southern California Los Angeles, CA
Bachelor of Arts in Public Relations and Advertising Expected Graduation: May 2029

Maui High School Kahului, HI
High School Diploma August 2021-May 2025

- Cumulative GPA: 4.125, Valedictorian, Summa Cum Laude, Academic Honors, Career and Technical Education (CTE) Honors, and MHS Foundation CTE Scholarship Recipient

LEADERSHIP EXPERIENCE

MHS Arts, Media, & Business Academy Kahului, HI
Public Relations Editor-in-Chief August 2024-May 2025

- Created and published monthly newsletters on Instagram and school bulletin boards to reflect a positive brand image of the academy.
- Promoted and advertised the academy's students, accomplishments, and Saber Center products.

MHS DECA Kahului, HI
VP of Marketing April 2023-May 2025

- Managed the Maui High DECA Instagram account and created social media content, such as stories, reels, and posts.
- Planned and executed Maui-based DECA activities, such as a Maui Mock DECA Competition.

Hawaii DECA Kahului, HI
State VP of Communications April 2024-April 2025

- Managed the Hawaii DECA Instagram account and created social media content to reflect Hawaii DECA's professional brand image.
- Led monthly executive meetings, chapter officer trainings, and the 2025 Hawaii DECA State Competition.
- Worked with Google Sheets to organize chapter officers' contact information and chapter activity.

VOLUNTEER EXPERIENCE

Maui Math Circle Kahului, HI
Elementary Math Tutor January 2025-April 2025

- Provide personalized support to strengthen elementary students' math skills and knowledge.

Maui Matsuri Festival Kahului, HI
Social Media Account Manager May 2024

- Create real-time posts, stories, and reels that promote the event on the Maui Matsuri Instagram account to increase customer traffic.

SKILLS & ABILITIES

- Proficient in Google Suite and Canva
- Familiar with Microsoft Word and Outlook
- Familiar with Adobe Express, Illustrator, Lightroom, Photoshop, and Capcut
- Able to work well independently and in a team, communicate effectively, and be adaptable