

Marley G. Penagos

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EDUCATION

Pepperdine University

Bachelor of Arts in Journalism

Malibu, California

April 2024

- **Honors & Awards:** Associated Collegiate Press Best in Show 4th place “Best Magazine,” California College Media Association Best in Show 2nd place “Best Newspaper Special Section,” Associated Collegiate Press Best in Show 9th Place “Best Social Justice Reporting,” Associated Collegiate Press “2023 Broadcast Pacemaker finalist,” Society of Professional Journalists Region 11 Mark of Excellence Winner “Best Photo Illustration,” Finalist “Best Student Magazine,” Pepperdine Graphic Media “Best All-Around Contributor” & “Outstanding Achievement”
- **Relevant Coursework:** Communication Graphic Design, Introduction to Journalism, Media Production, News Reporting and Editing, Investigative and Narrative Reporting, Journalism Presentation and Principles, Media Law, Journalism Internship Credit

WORK EXPERIENCE

Modern Luxury - Gotham Magazine

Digital Editorial Intern

Remote

August 2023-January 2024

- Produced lifestyle, fashion, food and arts articles on a daily basis for publication online across Modern Luxury media sites
- Attended, reported on and produced articles for events, such as Los Angeles Fashion Week
- Established adept communication with Public Relations professionals to coordinate interviews and produce articles for product launches and client promotion
- Conducted research to produce up-to-date, accurate and high-performing articles on the latest fashion and beauty trends

Pulse Marketing

Creative Writer

Murrieta, CA

August 2023-January 2024

- Produced content and provided editing, proofing, and messaging for email campaigns, digital ads, website, landing page, and social media content on multiple platforms.
- Conducted extensive target market research, news updates, and press releases for developing creative briefs and design concepts to meet client objectives.
- Developed monthly social media and advertisement copy for multiple clients — consistently improved engagement rates on Instagram
- Created messaging and additional campaign pitches for multiple clients

Pepperdine Graphic Media

Special Edition Editor (2023) & Designer (2024)

Malibu, CA

January 2022-Present

- Led a team of 7 students to produce an award-winning newspaper special section
- Created an Adobe CC Library and maintained a consistent theme throughout the publication
- Pitched the theme of the publication, created a story list, assigned stories to writers and copy-edited all stories
- Design 2 full pages for the Graphic’s monthly print publication
- **Previous Roles: Diversity, Equity and Inclusion Editor, Senior Edition Editor**

Currents Magazine

Editor-in-Chief (2022) & Designer (2024)

Malibu, CA

August 2020-Present

- Led a team of 12 students in producing an award-winning magazine
- Acted as creative director on photoshoots shot on 35mm film
- Mentored staff through writing and copy-editing every story in the magazine
- **Previous Roles: Assistant Editor, Production Assistant, Writer**

NewsWaves32

Producer, Director, Anchor, Reporter, Pre-Show Coordinator

Malibu, CA

January 2020-Present

- Produced a full-length 30-minute newscast, broadcast live to Channel 32 in Malibu and YouTube/FaceBook
- Used Inception to create the show rundown with A-D blocks and utilized editorial discretion to fill each block with top local news, sports and entertainment stories
- Directed a full-length 30-minute newscast, broadcast live to Channel 32 in Malibu and YouTube/Facebook live
- Led a team of student journalists in writing in broadcast style, including teases for the entire show and top teases

LEADERSHIP EXPERIENCE

Solutions Journalism Network

Student Media Challenge “Climate Change and Youth Mental Health”

Malibu, CA

August 2023-April 2024

- Selected as one of six student journalists to work directly with Solutions Journalism Network
- Reported and wrote two solutions journalism stories on climate anxiety among youth
- Presented our work and represented Pepperdine University at the 2024 Associated Collegiate Press Conference

Delta Delta Delta Sorority

Director of Public Relations and Marketing

Malibu, CA

August 2019-April 2020

- Manage all chapter social media platforms, including Instagram, Facebook and TikTok.
- Design chapter merchandise, working with the University and outside vendors to create approved merchandise for 100+ women

SKILLS

Technical: Journalism, Reporting, AP Style, News Writing, Lifestyle Writing, Instagram, X, TikTok, Facebook, MailChimp, Adobe Creative Cloud, Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Microsoft Office Suite (MS Word, Powerpoint, Excel)