**Karel Tinkler**

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Education

**University of Southern California Annenberg School for Communication and Journalism** Los Angeles, CA

*Master of Arts in Public Relations and Advertising*  May 2025

**Boston University College of Communication** Boston, MA

*Bachelor of Science, Public Relations, minor in Hospitality Administration (BU School of Hospitality)* May 2023

Marketing Experience

**Wasserman Media Group** Los Angeles, CA

*Brands & Properties Intern* January 2024 - Present

* Supports the AT&T Strategy & Insights team by analyzing brand health, earned media, and success of activations across their sponsorship portfolio to provide strategic direction with future negotiation and renewal decisions
* Builds post-season recaps for Pebble Beach Pro-Am, displaying data in ThinkCell and using brand guidelines
* Compiles the weekly news report for the client to stay informed about the business of sports and market trends

**USC Annenberg Center for Public Relations** Los Angeles, CA

*Assistant to Fred Cook* March 2024 - Present

* Manages calendar for Fred Cook, Chair Emeritus of Golin and Director of Annenberg Center for PR, while maintaining professionalism and adaptability when liaising with his students, USC staff, and industry executives

*One Small Step Social Media Manager* October 2024 - Present

* Leads a team of six in ideating and producing content for One Small Step’s Instagram and TikTok accounts
* Monitors the social media calendar and monthly report to address client feedback and identify areas of improvement

*Research Associate* January 2024 - Present

* Conducted focus groups for Day One Agency about Gen Z’s “Game of Life,” providing insights on Gen Z’s decision-making
* Presented our findings about Wasserman Music’s brand reputation to Executives and used our data to inform how to enhance their reputation through crafting a brand narrative around culture, mentorship, and disruption

**Banter Agency** Sydney, New South Wales, Australia

*Marketing Intern* June 2022 - July 2022

* On-site production assistance with content shoots, game activations, and prize fulfillment for Swans AFL team
* Supported Rimmel’s Splendour in the Grass influencer house mood board, photography brief, and run sheet
* Compiled metrics for post campaign report to convey to clients the campaign ROI and update agency database
* Created *A Little Bit of Banter* monthly newsletter with Mailchimp, showcasing best in class marketing campaigns

Event Production Experience

**MRN Agency** Los Angeles, CA

*Premium Experiences & Production Intern* June 2024 – August 2024

* Adapted to on-site challenges and client requests at NBA Summer League by pivoting and sourcing local vendors
* Liaised between clients, premiums vendors, and designers to delegate ownership of assets and create custom packaging
* Managed premiums budget, travel matrix, asset and print tracker, and Box to monitor progress and upcoming deadlines

**Kapture Vision** Irvine, CA

*Events & Operations Assistant* September 2023 - December 2023

* Supported vendor sourcing and outreach for entertainment, interactive experiences, transportation, and creative services for variety of sports, entertainment, and charity events like MLS Cup and Tilly’s Life Center Gala
* Compiled and input action items in Excel for the event production schedule to ensure ease of day of event execution
* Updated payment sheets and receipts within Monday.com to allow for a seamless account reconciliation post-event

Skills

Computer Skills: Microsoft Office Suite, Canva, Slack, Mailchimp, Instagram, Drop Box, Monday.com, Qualtrics, Notion, Tableau, ThinkCell