

ABBY CETARUK

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EDUCATION

Loyola Marymount University
Bachelor of Arts in Journalism, Minor in Public Relations
Los Angeles, CA, USA
Expected Graduation: May 2027

Mullen High School
College-Preparatory High School Diploma
Denver, CO, USA
Graduated: May 2023

EXPERIENCE

Fashion Public Relations Intern, PURPLE, January 2026- Present
Los Angeles, California

Support fashion clients including DSQUARED2, Zadig & Voltaire, Blumarine, Farm Rio, and Charles & Keith. Conduct daily press monitoring and compile comprehensive monthly media reports. Manage sample trafficking through messenger coordination and press send-outs in collaboration with showroom and VIP teams, and utilize Fashion GPS to track coverage and streamline PR operations.

Beauty and Wellbeing Public Relations Intern, PURPLE, August 2025- December 2025
Los Angeles, California

Support major beauty clients including Dr. Jart+, Ilia, Refy, and Lashify by managing day-to-day account operations. Coordinate PR mailings and maintain inventory databases, ensuring accurate tracking and timely delivery that improved workflow efficiency. Conduct research on prospective clients and monitored industry trends, identifying opportunities and generating insights that inform client strategy and secure brand visibility.

Public Relations Intern, Pure Imagination Public Relations, June 2025- August 2025

Support clients including InterParfums, Metagenics, and Face Reality Skincare. Conduct in-depth research on industry trends, emerging influencers, and competitors to support strategic media planning. Monitor media coverage and social channels to track client mentions and inform outreach strategy. Assist in drafting press materials, including pitches and press releases, and contribute creative ideas to strengthen campaign angles and brand storytelling.

Arts and Life Reporter Intern, *The Lion* LMU, January 2025- May 2025
Los Angeles, California

Collaborated with fellow reporters to gather timely information on trends and events within Los Angeles' arts community. Wrote stories covering entertainment, performing arts, and visual arts for publication on *The Lion's* website. Conducted research, interviewed sources, and stayed up to date on relevant industry developments to ensure accurate and engaging content.

CERTIFICATIONS

Muck Rack Fundamentals of Media Relations
Muck Rack, Feb. 2025

SKILLS

- AP Style Proficiency
- Strong Attention to Detail
- Strong Writing Skills
- Proficiency in Muck Rack, Infludata, SimilarWeb, Cision, and Launchmetrics Fashion GPS
- Proficiency in Microsoft Office and Google Drive