

Matias Herrera

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Professional Summary

Public Relations student with experience in event coordination, community engagement, and client relations. Skilled in media communication, customer service, and content organization. Passionate about building positive brand experiences and pursuing a career in public relations and communications.

Experience

Resident Assistant – California State University, Long Beach, CA (Aug 2024 – Present)

- Plan and host educational and community-building events for 100+ residents.
- Mediate conflicts and promote inclusive, respectful living environments.
- Collaborate with university staff to strengthen campus culture and communication.

Volunteer Public Relations Race Staff – Acura Grand Prix of Long Beach, CA (Apr 2025)

- Assisted PR team with media coordination, press logistics, and event communication.
- Guided journalists through event zones and supported pre-race press activities.
- Strengthened collaboration between media, operations, and race staff.

Staff Member (Usher & Concessions) – AMC Theatres, Santa Monica, CA (May 2025 – Jul 2025)

- Delivered excellent customer service in a high-traffic entertainment environment.
- Handled cash and POS transactions with accuracy and professionalism.
- Supported team operations through adaptability and problem-solving.

Staff Assistant (Volunteer) – Roosevelt Elementary School, Santa Monica, CA (Mar 2019 – Apr 2019)

- Assisted students with homework and learning enrichment activities.
- Maintained classroom organization and a positive learning atmosphere.

Education

Bachelor of Arts in Public Relations – California State University, Long Beach, CA (Aug 2023 – Expected May 2027)

GPA: 3.7 | Involved in student leadership and campus events

High School Diploma – Santa Monica High School, Santa Monica, CA (Aug 2019 – Jun 2023)

GPA: 3.8 | Leadership in Mock Trial and community service

Skills

- Media & Public Relations
- Event Planning & Coordination
- Team Leadership & Collaboration
- Social Media Communication
- Customer Service & Client Relations
- Bilingual: English & Spanish

Awards

- Resident Assistant of the Month
- New Resident Assistant of the Year
- Leadership Academy