

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

Volunteer Public Relations Race Staff – Acura Grand Prix of Long Beach, CA (Apr 2025 - April 2026)

- Supported PR team with media coordination, press logistics, and event communications for a large-scale international motorsport event.
- Served as a key point of contact for operational phone communications, managing real-time inquiries and ensuring smooth event execution.
- Coordinated directly with Race Control to confirm actions, relay critical updates, and facilitate timely movement of media personnel.
- Guided journalists through restricted event zones and supported pre-race and live press activities.
- Strengthened cross-functional collaboration between media, operations, and race staff in a fast-paced environment.

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.

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.

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