

Ciarra Nean-Marzella

Austin, TX | (714)-585-7607 | ciarranm199@gmail.com | [LinkedIn-CiarraNM](#)

CREATIVE EXPERIENCE

The Texas Immersive Institute (explorer/fellow) | Texas Media and Analytics

Light and Sound Lead | "The In Between" Capstone Project | Austin, TX November 2022 - present

- Helped create a script and several activations for a mixed reality experience called "The In Between"
- Designed the light and sound installations for the entire space
- Led a team of four to install all the lights and cue all the sounds for all 12 showings

Developer | Dell Technologies World Competition | Austin, TX October 2022 - December 2022

- Created a mixed reality experience to potentially showcase at Dell Technologies World
- Helped prototype the experience for the Dell panelists to see using Unity
- Showcased a detailed content bible and presentation for the Dell Blue team

Creator and Writer | "Escaping Grayson" Solo Project | Austin, TX September 2022 - November 2022

- Wrote a mixed reality music experience called "Escaping Grayson"
- Created in depth content bible and presentation showcasing the user flow, story, and audience engagement

WORK EXPERIENCE

Lead Product Manager | Skip Dating App | Austin, TX July 2022 - present

- Plan pre and post launch events to promote the app and get the general public excited about our mission
- Design and schedule all social media posts

Social Media Coordinator | Early Stage Careers | Austin, TX February 2022 - April 2022

- Posted blogs, learning tools, reputable articles to the CEOs' and company's Facebook, Twitter, and LinkedIn
- Tracked clicks per post using Google Analytics

Public Relations Intern | WE Communications | Austin, TX June 2021 - Sept. 2021

- Lead +10 Social Sweep and research projects for the Intel, Gregory Bryant Executive Communications team
- Created pitches, modify media lists, and analyze quarterly data for Cornerstone OnDemand

Social Media Intern | Health+Commerce | Newport Beach, CA February 2021 - May 2021

- Took charge of +10 reporter and business backgrounders, content calendars, and competitor analysis
- Monitored quarterly trends and increased Twitter engagement by 15%

EXTRA CURRICULARS

- **Public Relations Specialist | PRSSA USF Chapter** February 2021 - June 2021
- **Industry Relations | TXI D.I.V.E** February 2022 - present

ADDITIONAL INFORMATION

- Skills: Hootsuite Certified, Figma Certified, Facebook Ad Manager/Facebook Campaign, Spark AR
- Languages: English and French
- Awards: Porsche Ad Campaign (1st place), Kendra Scott Campaign (Runner Up)

EDUCATION

University of Texas at Austin, Austin, TX **Graduation Date:** May 2023
M.A. Advertising | Texas Immersive Institute, Texas Media & Analytics **GPA:** 3.5

University of San Francisco (USF), San Francisco, CA **Graduation Date:** May 2021
B.A. Communication Studies and Public Relations **GPA:** 3.54, Cum Laude