

Wendy Zamora Ibarra

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EDUCATION

University of Southern California

Annenberg School of Communication and Journalism

- Master of Arts in Public Relations and Advertising
- USC Annenberg Graduate Fellowship

Los Angeles, CA

Expected Graduation Date: May 2027

Pepperdine University

Seaver College.

- Bachelor of Science in International Business; Minor in Sociology

Malibu, CA

Graduation Date: May 2025

WORK EXPERIENCE

Pepperdine University

Campus Recreation; Indoor Cycling Coach

- Stationary cycling with rhythm-based choreography, high-intensity cardio, and muscle-sculpting strength training
- Time management, maintaining a positive presence, strategic music selection, voice control, precise and effective messaging

Malibu, CA

August 2022- April 2025

Juego de Pelota Sustainable Stadia Development

Music Industry Research Intern (Remote)

- Conducted competitive and market analysis research in venues and stadia in Mexico and the United States
- Determined budgets for live music events.
- Participated in strategic planning over Zoom.

New York, NY

January 2024- December 2024

Splendid by Porvenir

Product Management Intern

- Conducted market research on sales, product monitoring, and marketing strategies for products placed in Los Angeles supermarkets

Los Angeles, CA

May 2023- July 2023

ADDITIONAL EXPERIENCE

Assisted Home Health & Hospice Foundation

Hospice Patient Volunteer

- Visited a hospice patient once a week, providing companionship and comfort for both patient and family.
- Kept a journal documenting the sociological implications of living in Hospice and submitted it as a deliverable for the “Death and Dying” sociology class at Pepperdine University.

Los Angeles, CA

January 2025- May 2025

Pepperdine University

International Marketing Project

- Participated in a group class project where we developed a detailed marketing plan for Lulu Lemon to take their apparel to Brazil, a new international market for the brand
- The project incorporated topics covered in class, including conducting an internal and environmental analysis, setting objectives and strategy, developing an entry strategy and marketing programs, and implementation.
- Delivered a detailed SWOT analysis and the Integrated Marketing Communication Strategy individually.

Malibu, CA

August 2024- December 2024

Pepperdine University

Service Leadership Project

- Acted as consultants for non-profit “10P Programs and Solutions” and provided a strategy plan for establishing community partnerships
- Conducted extensive research, interviews, two detailed implementation strategies, and future recommendations.
- Presented and delivered the project to the CEO of the non-profit

Malibu, CA

August 2024- December 2024

Schott In the Dark Farms

Equestrian Sports

- Developed skills such as course management, reading non-verbal cues, building trust and partnerships, responsible transparency, adaptability, and how to respond effectively during crises.

Los Angeles, CA

August 2024- Present

Pepperdine University Study Abroad

Student

- Took classes such as “Art in the city” and “Spanish Literature” that helped me develop skills of adaptation and independence in a new culture and its customs

Barcelona, Spain

January 2023- April 2023

Governor’s Political Campaign

Political Activist

- Toured the state, delivering persuasive speeches from intimate discussions to large-scale events, tailored to diverse demographics, to influence public opinion, strengthening my storytelling abilities
- Provided TV and Radio interviews articulating complex information under pressure, using brand management techniques in live environments, and adapting communications styles to match different media platforms
- Participated in community engagement activities such as distributing goods to impoverished communities and planting trees
- Inspired other young adults to become political activists

Sinaloa, Mexico

March 2021- June 2021

SKILLS

- Fluent in Spanish and English
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)