

Jaylin Pinasco

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Education

California Polytechnic State University, San Luis Obispo | 2022 – 2025

Bachelor of Arts — Communication

Merced Community College, Merced, CA | 2018 – 2022

- Completed 70 college units while earning high school diploma; Valedictorian
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Marketing & Public Relations Experience

Do or Drink / Viral Studios | May 2025 – Aug 2026

Content & Marketing Intern

- Created and supported digital campaigns for a viral brand with over 2 million products sold and 1.3M+ followers, contributing to 50.5M+ views across 5 TikTok accounts.
- Assisted with content strategy and short-form video production, directing photo and video shoots and editing tutorials.
- Collaborated with design teams on packaging, Amazon storefront creative, and Target and Walmart pitch decks.
- Led influencer and creator outreach for TikTok Shop; tracked analytics on TikTok, Instagram, and YouTube.

California's Children's Vision Now Coalition | Jun 2025 – Jan 2026

Director of Public Relations & Media (Intern)

- Led all media strategy, marketing, and public relations efforts to improve children's access to vision care.
- Created, edited, and distributed digital content to engage policymakers, advocacy groups, and the public.
- Directed targeted outreach campaigns to 200+ California legislative offices, personally emailing, calling, and building relationships with legislators, staff, and agency stakeholders to support an orphaned children's vision care bill.

Yosemite Pathology Medical Group, Inc. | Jul 2025 – Feb 2026

Marketing & Media Intern

- Developed and managed healthcare content across social media platforms to increase community engagement, working hand in hand with the Director of Sales and Marketing.
- Built and maintained partnerships with local schools, hospitals, and businesses to support community outreach.

Envy – Fine His & Hers Clothing | Feb 2019 – Aug 2022

Media Content Creator & Retail Associate

- Developed and executed digital marketing and advertising strategies across platforms for a fashion boutique.
 - Supported in-store sales and customer experience while creating content to showcase new merchandise.
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Entrepreneurial Experience

Soleil Lune | 2025 – Present

Marketing Lead

- Helped build an independent slow-fashion apparel brand from its start in 2025, shaping its audience and visual identity.
 - Planned and launched Meta ad campaigns for a hoodie pre-order, driving 190 orders and \$17.1K revenue (4.3× ROAS).
 - Directed, styled, and modeled photo and video shoots for ads; used A/B test insights to reach 302.8K views.
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Leadership & Additional Experience

Orientation Leader | Week of Welcome, Cal Poly San Luis Obispo | Mar 2023 – Sep 2023

- Completed 10-week training; led and mentored 15 incoming freshmen through a nationally top-rated orientation program.

Caregiver | Senior Care – Care.com | Sep 2023 – Jun 2025

- Managed clients' vital signs, medications, and doctor's appointment scheduling while offering emotional support.

Office Associate | Yosemite Pathology Medical Group, Inc. | 2019 – 2021

- Organized patient records for 20+ hospitals in Excel; prepared Accounts Payable and payroll checks for 100+ employees.
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Skills

Marketing & PR: Public Relations, Media Relations, Brand Messaging, Campaign Management, Paid Social

Creative & Talent: Creative Direction, Styling, Video Production, Graphic Design, Brand Partnerships, Talent Relations

Organization: Project Management, Content Calendars, Copywriting, Presentations, Reporting, Attention to Detail

Tools: CapCut, Canva, Adobe Lightroom, Meta Ads Manager, TikTok Shop, Muck Rack, Microsoft Office, Slack