

IAN CERVANTES

Los Angeles, CA | iancerva@usc.edu | linkedin.com/in/iancerva

PROFILE

USC Public Relations and Advertising senior with experience supporting Division I athletics, live-event operations, guest experience, community communications, and student-led programming. Seeking opportunities in sports and entertainment partnerships, sponsorship activation, event operations, and communications.

EXPERIENCE

Recruiting Intern	Jan 2026–Present
USC Football — Los Angeles, CA	
- Support recruiting events and campus visits through logistics, schedules, guest flow, hospitality, and real-time problem-solving. - Assist with NCAA-compliant official and unofficial visits while handling guest information with discretion and attention to detail.	
Campus Center Supervisor	Aug 2023–Present
USC Trojan Events Services — Los Angeles, CA	
- Coordinate logistics for 100+ university events annually, from small meetings to programs serving 50–800 attendees. - Manage setup, breakdown, timelines, and operational flow while supervising and training 10+ student staff members. - Resolve guest, vendor, and operational issues in high-pressure, time-sensitive situations.	
PR & Digital Media Project Contributor	2026
Soccer Champions Youth League	
Developed audience-focused website copy, news release materials, social concepts, video-script support, and visual assets for a nonprofit youth soccer league.	

LEADERSHIP & INVOLVEMENT

Balanced Man Scholarship Event Chair	Aug 2025–Present
Sigma Phi Epsilon, USC	
Lead planning, team coordination, and on-site operations for a formal scholarship event designed for approximately 200 attendees.	
Camp Counselor	Aug 2024–Present
Camp Kesem at USC — Los Angeles, CA	
Mentor children affected by a parent’s cancer and collaborate with counselor teams to deliver daily programming and support camper well-being.	

EDUCATION

University of Southern California — Bachelor of Arts in Public Relations and Advertising, Minor in Music Industry | Expected May 2027

SKILLS

Operations: Event coordination, logistics management, staff supervision, scheduling, guest experience, on-site problem-solving
Communication: PR writing, professional correspondence, stakeholder interaction, team coordination, confidential communication
Creative: Adobe Photoshop, Adobe Premiere Pro, Canva, Microsoft Office, Google Workspace
Languages: Spanish (Native), English (Fluent)