



# Sarelle London

## Personal Profile

Master's-level public relations and communications professional with a strong foundation in research, global trend analysis, briefing preparation, and stakeholder engagement. Experienced supporting high-profile principals, managing fast-paced workflows, and coordinating multi-step projects. Known for a psychology-informed analytical approach, excellent written communication, and a calm, detail-oriented execution style. Passionate about global affairs, policy innovation, and cross-sector collaboration.

## Contact

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## Education History

Master of Arts, Public Relations & Advertising

**University of Southern California (USC) – Annenberg School** **2025-2027**

Bachelor of Arts, Psychology

**University of California, Los Angeles (UCLA)** **2021-2025**

## RELEVANT EXPERIENCE

- **Executive Assistant & Communications Coordinator**
  - Maddison Steiner – Influencer / Creative Director | Los Angeles, CA
    - Conduct research on emerging issues, industry trends, and stakeholder interests to support strategy and outreach.
    - Prepare clear briefing documents, schedules, and communication materials for high-level partnerships.
    - Manage multi-step workflows, maintain tracking systems, and handle confidential information with discretion.
    - Support on-site event execution, greeting partners and coordinating smooth run-of-show logistics
- **Stylist & Communications Specialist**
  - Aritzia | Los Angeles, CA (2024–2025)
    - Delivered client insights and behavioral observations to leadership, informing communication and engagement strategy.
    - Managed multiple simultaneous appointments requiring real-time prioritization and fast decision-making.
    - Supported brand-aligned visual storytelling, floor communication, and customer experience for a flagship location.
- **Brand Collaborator & Social Media Associate**
  - Djerf Avenue (via MOD Agency) | Remote & On-Site, 2021–2024
    - Supported cross-functional teams with research, content development, and message alignment.
    - Strengthened community engagement and gathered audience insights to inform programming and communications.
    - Coordinated production logistics, scheduling, and briefing materials for campaign shoots and events.

## Skills

Research & Analysis • Briefing Materials • Topic Scanning • Stakeholder Communication • CRM/Database Updating • Event Coordination • Writing & Editing • Cross-Team Collaboration • Microsoft Excel & Word