

# Matthew Calma

## New York & Los Angeles

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Calmamatthew1@gmail.com

## Education

University of Southern  
California:

*Masters of Art in Public Relations  
and Advertising*  
-Expected May 2025

*Bachelors of Art in  
Political Science*

## Awards

OSRC Scholarship ('21-22)

Pollack Scholarship ('23-24)

## Skills

AI Data Analytic Tools

Project Management

Media Relations

Reporting

Digital Media

Adobe Premiere Pro

## Experience

**Englander Knabe & Allen**, Los Angeles

September 2024 – Present

*Public Affairs Associate*

- Collaborated with city officials to support client affordable housing initiatives by preparing policy briefs, coordinating lobbying meetings, and drafting public testimony for city council hearings.
- Conduct detailed analyses of LA and LA County legislation and regulations to provide strategic insights for partners.
- Identify and evaluate business development opportunities in land use, LA ports, and Olympic-related projects to support client growth strategies.
- Draft and deliver bi-weekly business updates, offering timely and actionable information tailored to client needs.

**Berlin Rosen**, New York City

April 2024 – September 2024

*Account Coordinator*

- Secured coverage in various media outlets including *Newsweek*, *The Hill* and *Wall Street Journal*.
- Wrote press releases, media advisories, and drafted reporter briefs for clients across homelessness, housing, labor, immigration and real estate.
- Created press lists across all accounts, compiled daily time-sensitive media clippings and media audits.

**Annenberg Media**, Los Angeles

August 2023 – December 2024

*Politics Editor*

- Managed Super Tuesday election coverage across multimedia platforms.
- Managed a team of 7 journalists in South Carolina to report on the Republican primary.
- [Edit news stories](#) from dozens of students on topics including the Iowa Caucus, Republican Presidential Debate, Nikki Haley and Joe Biden events.

**Acceleration Community of Companies**, Los Angeles

January 2024 – May 2024

*Marketing Research Fellow*

- Contribute to a 60-page market research [study](#) of the Gen-Z consumer published in [AdAge](#) and [PRNewswire](#).
- Identified key macro-themes poised to shape explore how brands can harness these insights to forge stronger connections with Gen-Z.
- Conducted focus group research with a dozen Gen-Z participants into consumer behavior.
- Created questionnaire and distributed a nationwide survey to over 2,000 Gen-Z participants.

**USC Center for Public Relations**, Los Angeles

August 2022 – May 2024

*Research Assistant*

- Led a semester-long research project on homelessness narratives in media.
- Edited and wrote an Environmental, Social, and Governance (ESG) Corporate study.
- Contributed to a published study into Green Hushing.

**Cleary Gottlieb**, New York City

May 2023 – August 2023

*Internal Communications Coordinator*

- Drafted organization-wide announcements and thought leadership for the managing partner.
- Created, presented, and implemented a communications plan to increase employee engagement in a community outreach program.
- Managed digital intranet channels across 16 international offices and compiled metrics reports to analyze the effectiveness of communication campaigns.

**John Jay OSRC**, New York City

September 2021 – May 2022

*Research Fellow*

- Wrote a 30-page policy proposal on New York City housing and homelessness solutions.

**Woodside On The Move**, New York City

August 2021 – December 2021

*Housing Intern*

- Fostered relationships with housing coalitions through event and group organizing.
- Created an intake database for senior housing clients who received housing assistance.

**State Senator John Brooks**, New York

June 2021 – August 2021

*Communications Intern*

- Produced a marketing campaign to pass Senate Bill 1388a to redesign New York State property taxation.
- Drafted op-eds, press releases, and weekly newsletters on behalf of the State Senator.