

CARLA ESCANILLAS

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Communication & Media Studies | Live Events | Music & Entertainment Marketing | Communications & PR

EDUCATION

Cornell University - B.S. Communication, Media Studies Concentration | Dean's List | GPA: 3.9 December 2026

EXPERIENCE

Chief Marketing Officer - Cornell University Multicultural Community Fueled Activities Board Sep 2026 – Present

- Leading all communications and promotional strategy for campus concerts and events featuring prominent artists of color, from talent announcement through day-of execution
- Drafting all press materials, brand statements, and external communications; managing and mentoring the promotions team

Project Coordinator - danah boyd, *Data Are Made, Not Found* (Book Launch) Sep 2026 – Present

- Coordinating the launch of Cornell professor danah boyd's book, managing timelines, stakeholder communications, and deliverable tracking across multiple workstreams
- Managing social media rollout, creating promotional materials and running Facebook ads through Meta Business Suite

Production Assistant - Fangirl Forward NYC Oct 2026

- Supported setup, guest check-in, guest experience, programming, the networking mixer, and breakdown for a fan-to-professional career event; led timekeeping and audience Q&A for one panel

ForbesLive Events Intern - Forbes Media Jun 2026 – Aug 2026

- Supported Self-Made 250, Top Creators Summit (Cannes), World's Most Influential CMOs, Power Women's Summit, and Forbes 30/50 Summit across venue logistics, gifting and vendor research, and F&B coordination
- Produced speaker briefs, face sheets, shot lists, run-of-show documents, and A/V materials for senior leadership
- Provided on-site support at Self-Made 250 in Philadelphia: registration, seating and table charts, setup and breakdown, guest experience, and transitions between two venues
- Led venue research and presentation, vendor sourcing, and partner outreach for the Power Women's Summit Women's Founders Marketplace, and built a database tracking every gift bag contributor
- Led an AI workflow automation project (Claude, Gemini, ChatGPT) that recreates face sheets and A/V run-of-shows

Senior Corporate Trainer - NextGen Avenue Marketing Jun 2022 – Dec 2025

- Managed campaigns for 7 major nonprofit clients, including Doctors Without Borders, Heifer International, and the National Park Foundation, generating \$4M+ in revenue
- Won Heifer International's national award for highest annual revenue; expanded into 6 new East Coast markets
- Built a recruitment and onboarding process that scaled headcount 111% in 3 months

Social Media Manager - Artist Promotional Fan Account (name available on request) Mar 2022 – Oct 2022

- Co-managed a 140,000+ follower platform on X, coordinating directly with the artist's team on campaigns, streaming events, and promotional activations with professionalism and discretion

VP of Promotions - Cornell University Multicultural Concert Funding Advisory Board Sep 2021 – Sep 2022

- Planned and executed campus concerts across venue coordination, talent logistics, artist communications, vendors, and promotional campaigns, including a last-minute dressing room relocation and security sweep for Flo Milli

Promotions Director - WVBR-FM, Electric Buffalo Records, & Cornell Media Guild Sep 2021 – Sep 2022

- Ran PR and promotional campaigns for indie & alternative artists: media lists, press pitches, interviews, on-air appearances
- Planned live listening parties and in-station concerts; coordinated ticket giveaway partnerships with Dan Smalls Presents

SKILLS

Events & Operations: End-to-end event logistics, venue research and selection, vendor management, F&B coordination, run-of-show and A/V production, registration and attendee management, sponsorship fulfillment, gifting, budget tracking, invoice processing, on-site execution; willing to travel

Communications & PR: Press materials, media lists and coverage tracking, executive briefings, brand voice and storytelling, social media strategy and community management (13,700+ follower personal music account)

Tools: Microsoft Office Suite, Google Workspace, Smartsheet, Social Tables, Meta Business Suite, Adobe Photoshop, Canva, Qualtrics, Slack, AI tools (Claude, ChatGPT, Gemini)

Other: Conversational Spanish (8 years of study); GRAMMY U member