



SASHA FLAKSMAN

Public Relations student with hands-on experience in strategic communication, brand development, and digital media across nonprofit, campus, and corporate environments. Skilled in crafting compelling narratives, managing social media campaigns, and executing event-based communications that drive engagement and community impact. Passionate about authentic storytelling, relationship building, and using PR to amplify meaningful causes and brands.

EDUCATION

CALIFORNIA STATE UNIVERSITY,
LONG BEACH

Expected May 2027

Bachelor of Liberal Arts in Public Relations,
Minor in Entrepreneurship
Presidents' List, GPA 4.0

GET IN TOUCH!

 flaxsmansasha@gmail.com

 sashaflaksman.com

 sashaflaksman

SKILLS

PROFESSIONAL

- Public Relations Strategy
- Social Media Management
- Content Creation (Video/Graphics)
- Branding • Digital Marketing
- Event Promotion
- Public Speaking
- Adobe InDesign
- Canva
- CapCut
- Microsoft Office

EXPERIENCE

PUBLIC RELATIONS INTERN

The Heart Way (Nonprofit)

Feb 2026 - May 2026

- Create social media campaigns, video, and graphic content to increase awareness and engagement.
- Support virtual event promotion and execution.
- Align messaging with brand voice and mission-driven storytelling.

BRANDING INTERN

#TheBeachWrites, CSULB Composition Program

Feb 2026 - May 2026

- Support branding initiatives and social media strategy for university writing program.
- Design digital content that strengthens audience engagement and program visibility.
- Contribute to content planning and messaging for student-focused campaigns.

CREATIVE DIRECTOR

EQL Productions

2023 - Present

- Execute brand strategy and manage content across digital platforms.
- Produce campaign assets (short-form video, visuals) to drive engagement.
- Build media relationships and expand audience reach.

SOCIAL MEDIA INTERN / ADMIN ASSISTANT

Tridel Construction LTD

Jan 2025- Jan 2026

- Manage social media content and client communications.
- Maintain contracts and internal documentation.

LEADERSHIP EXPERIENCE

VICE PRESIDENT LEARNING & DEVELOPMENT

Dec 2024 - Dec 2025

Zeta Tau Alpha Fraternity

- Lead educational programming for 100+ members, focusing on professional development and community building.
- Designed and facilitated weekly lesson plans, workshops, and events.
- Planned and executed two large-scale events annually, managing budgeting, venues, vendors, and logistics.
- Lead and delegated responsibilities to a team to ensure successful program execution.

SOCIAL EVENT COORDINATOR

Dec 2023 - Dec 2024

Zeta Tau Alpha Fraternity

- Planned and executed multiple large-scale social events as part of the Programming Council.
- Managed committees and coordinated with external vendors to ensure successful events.