

Liana Berejikyan

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EDUCATION

PEPPERDINE UNIVERSITY

Bachelor of Arts, Integrated Marketing Communication

Relevant coursework: Direct & Digital Marketing, Advertising Media Planning & Strategy, Marketing Research

Malibu, CA

August 2024 - May 2026

WHARTON COUNTY JUNIOR COLLEGE

Associates of Arts, Business Administration

Sugar Land, TX

August 2022 - May 2024

EXPERIENCE

PEPPERDINE STUDENT PROGRAMMING BOARD

Marketing Intern

Malibu, CA

August 2025 - Present

- Create innovative marketing and advertising campaigns to maximize event recognition on campus.
- Design all tangible promotional materials including posters and merchandise giveaway items.
- Coordinate photography and videography of events for social media and future event promotion.
- Maintain and regularly update the Student Programming Board Website.
- Interpret social media analytics and reports to help guide future posting/content plans.

PEPPERDINE ATHLETICS

Sports Marketing, Ticketing, & Outreach

Malibu, CA

August 2025 - Present

- Conduct community outreach to promote attendance at athletic events.
- Provide timely and professional customer support via email and phone.
- Manage in-person ticket sales during events.

PEPPERDINE COMMUNICATION & BUSINESS DIVISION

Student-Faculty Mentorship

Malibu, CA

January 2026 - Present

- Plan and create promotional materials for the first annual IMC career day.
- Support the planning and logistics of educational field trips.
- Coordinate with the Alumni Office in inviting guest lecturers and judges for final student presentations.

PEPPERDINE STUDENT ACTIVITIES

Late Night Lineup Events Intern

Malibu, CA

January 2026 - Present

- Build teamwork, communication, and event-planning experience through hands-on involvement.
- Set up and break down event spaces and check-in/greet students as they arrive.

LEADERSHIP ACTIVITIES

Olive & June

Campus Ambassador

Remote

June 2025 - Present

- Promote the brand in-person, on-campus, and through various social media channels.
- Post regularly to share brand love, tutorials, and product experiences.
- Share new launches, promotions, and brand updates.

Waves Marketing Club

Club Member

Malibu, CA

August 2025 - Present

- Networked with like-minded professionals by joining the Student American Marketing Association.
- Attended numerous discussions regarding marketing related career paths.

AWARDS & HONORS

SCHOLARSHIPS

George Pepperdine Achievement Scholarship Recipient

August 2024

Tyler Trust End Scholarship Recipient

August 2024

SKILLS & CERTIFICATIONS

Languages: Armenian (Fluent)

Computer Applications: Microsoft Word, Microsoft PowerPoint, Adobe Illustrator, Slack, Canva, Google Analytics