

BILL JUSTIN RAND

Rancho Cucamonga, CA | (909) 767-2887 | billiamjust@gmail.com

PROFESSIONAL SUMMARY

Graduate student in Public Relations & Advertising at the University of Southern California with experience supporting business and marketing initiatives through audience engagement, communication strategy, and project coordination. Background includes cross-functional collaboration, data-informed decision-making, and operating in fast-paced environments. Interested in contributing to marketing and business teams through clear messaging, organization, and analytical thinking.

EDUCATION

Master of Arts in Public Relations & Advertising	May 2027
<i>University of Southern California</i> Los Angeles, CA	
Bachelor of Arts in Communication	June 2025
<i>University of Santa Barbara</i> Santa Barbara, CA	
Associate of Arts in Communication	May 2023
<i>Palomar College</i> San Marcos, CA	

PROFESSIONAL EXPERIENCE

Medical Technician	May 2017 - January 2023
<i>United States Navy</i> Camp Pendleton, CA	
<ul style="list-style-type: none">Managed high-volume, multi-stakeholder operations supporting 32,000+ beneficiaries, coordinating schedules, databases, and communications across clinical teams.Analyzed and maintained service data with 99% accuracy, translating information into improved workflows and service outcomes.Segmented audiences based on urgency, needs, and behavior to prioritize service delivery and improve overall experience.De-escalated high-pressure situations through clear, empathetic communication, reinforcing trust and operational reliability.Facilitated cross-cultural communication with international personnel, adapting messaging for diverse audiences.	
Academic Programs Assistant	March 2024 - February 2025
<i>University of California, Santa Barbara</i> Santa Barbara, CA	
<ul style="list-style-type: none">Supported academic initiatives including Freshman Summer Start Program (FSSP), Transfer Edge, Research Mentorship Program (RMP), and Summer Research Academies (SRA) through workshops, panels, and peer-engagement activities.Translated complex information into clear, audience-focused messaging to support program engagement and outreach.Represented programs in public-facing marketing and outreach efforts, supporting visibility and audience engagement.Collaborated with staff and student leaders to adapt programming and communication strategies based on participant feedback.Fostered inclusive, community-centered environments supporting onboarding, retention, and belonging.	
Graduate Fellow	August 2025 - Present
Present	

University of Southern California | Los Angeles, CA

- Selected as an Annenberg Graduate Fellow, supporting academic and administrative initiatives through front-facing communication and operational support.
- Served as a primary point of contact for students, faculty, and guests, representing Annenberg in a professional, public-facing role.
- Assisted with planning and execution of events, meetings, and program logistics to ensure a consistent participant experience.
- Supported campaign logistics, timelines, and coordination in a fast-paced environment.
- Collaborated with staff on day-to-day operations and special projects to improve workflow efficiency and stakeholder engagement.

RESEARCH EXPERIENCE

Research Assistant

Breaking Barriers to Transfer Student Engagement | Santa Barbara, CA
2025

September 2024 - March

- Designed a peer mentorship program to improve transfer students' relationship to the community by researching successful existing mentorship programs, analyzing feedback from surveys and focus groups, collaborating with other team members to identify strengths and weaknesses of said design, and integrating the program with housing services and campus activities.

PRESENTATIONS

Breaking Barriers to Transfer Student Engagement

December

2024

Santa Barbara, CA

- Publicly presented peer mentorship program model by highlighting key findings, revealing common challenges faced by transfer students, and identifying how the program addresses these issues.
- Garnered positive feedback from the audience that reinforced the importance of considering the needs of transfer students.

INT 95A Panel

September

2024

Freshman Summer Start Program (FSSP) at the University of Santa Barbara | Santa Barbara, CA

- Shared insights and advice with incoming first-year students to help them transition successfully into university life by drawing from personal stories to discuss topics such as campus involvement and the academic quarter system.
- Participated in a Q&A section that offered guidance tailored to students' concerns and aspirations.
- Received praise for the panel, with students appreciating the practical tips and personal stories that were shared during the session.

SKILLS

Technical Skills: Microsoft Office 365 (Advanced: WPM=53, KPH=12,500), Qualtrics (survey design & basic analysis)

Soft Skills: Organized, Time Management, Strong Interpersonal Communication Skills, Data Analysis, Event Planning, Crisis Communication, Community Relations, Outreach, Public Speaking, Project/Event Management, Strategic, Creative, Team Player, Critical Thinking Skills, Cultural Competency.

CERTIFICATIONS & AWARDS

CPR Certified 2024 <i>National Association of Underwater Instructors (NAUI) San Diego, CA</i>	August
Employee of the Quarter 2024 <i>Leadership Training Courses Santa Barbara, CA</i>	September
Nursing Assistant, Medical Secretary, Computer Operator Certified <i>United States MAPS Orange County, CA</i>	October - December 2022

References Available Upon Request