

Hussain Lali

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Incoming USC Annenberg Communication transfer (Spring 2027) with experience in research-led content production, brand outreach, and partnership development. Creates original short-form marketing analysis from research through final edit.

EDUCATION

University of Southern California, Annenberg School for Communication and Journalism

Incoming Transfer Student, Spring 2027 | B.A. Communication

Irvine Valley College

May 2026

Associate of Arts for Transfer (AA-T), Liberal Studies

GPA: 3.92 | Honors Program | Dean's List (3x) | National Society of Leadership & Success

Relevant coursework: Statistics, Business, Mass Media & Society, Honors Critical Thinking & Research Writing

EXPERIENCE

Founder & Content Strategist — The Corporate Comms Lab

Oct 2026 – Present

Independent Instagram publication

- Founded a research-led Instagram publication explaining how marketing and communications shape consumer decisions.
- Research, script, and produce original Reels with motion graphics, voiceover, and Adobe Premiere Pro; top Reel earned 5.5K views.
- Generated 6,308 content views, 215 interactions, and 190 profile visits in 30 days; 94.9% of views came from non-followers.
- Coded 48 Instagram posts from 10 Orange County real estate agents to study local content strategy.

Co-Founder — ITM (International Talent Management Venture)

Mar 2026 – Present

Remote | [instagram.com/itmweb](https://www.instagram.com/itmweb)

- Co-founded talent-management venture and led brand and sponsor outreach for a Nike-sponsored, nine-time world-champion boxer.
- Built a 100+ brand and agency prospect list, personalized outreach generating six replies, and an Airtable system for follow-ups.
- Created Instagram graphics, captions, and slideshows to support talent promotion.

WRITING & PROJECTS

Self-Published Author — The Art of Inquiry

Nov 2023

a.co/d/0aSXFfzt

- Wrote, edited, and published a nonfiction philosophy book, managing cover design and Amazon distribution.

ADDITIONAL EXPERIENCE

Sales Associate — Burlington

Oct 2024 – Apr 2025

Mission Viejo, CA

- Served customers, processed transactions, and supported merchandising and floor operations in a high-traffic retail store.

SKILLS

- **Marketing & Media:** Content Strategy, Copywriting, Scriptwriting, Audience Research, Short-Form Video, Creative Direction
- **Communications & Partnerships:** Brand & Sponsor Outreach, Client Communication, Lead Generation, Business Development
- **Tools:** Adobe Premiere Pro, Remotion, Canva, ElevenLabs, Instagram Insights, Airtable, Google Workspace, Excel, Python