



Laleshka Alejandra Romero

lalerome@bu.edu | [908-992-2829](tel:908-992-2829) | laleromero.com | [linkedin.com/in/laleshka-romero](https://www.linkedin.com/in/laleshka-romero)

Summary

Rising PR Professional graduating from Boston University, with agency and in-house experience across Boston, New York, and Sydney in earned media, influencer marketing, stakeholder communications, and AEO research.

Education

Boston University College of Communication

Boston, MA

Bachelor of Science in Public Relations

Expected May 2027

Relevant Coursework: Media Strategies & Management, Business Fundamentals of PR, Investor Relations, Interactive Marketing, Design & Software

Relevant Experience

PRLab

Boston, MA

Account Executive, Client: Hasbro

Sep 2026 – Present

- Develop targeted earned media pitches positioning Hasbro products for seasonal gift guide placements
- Deliver competitive audits benchmarking rival brands' media coverage, messaging, and market positioning to sharpen client strategy and pitch angles
- Run AEO monitoring and research, tracking Hasbro's brand visibility across AI answer engines and generative search platforms
- Author weekly trend and generative pulse reports, translating emerging consumer trends and generative search insights into actionable findings for the account team

Teachers' Retirement System of the City of New York

New York, NY

Business Analyst Intern

Jun 2026 – Aug 2026

- Engineered a generative AI Prompt Library spanning 8 business process areas, drafting, testing, and iteratively refining prompts and AI workflows from stakeholder feedback
- Produced a Products & Services Catalog presentation and authored launch content (article and graphic) for the ConnecTRS internal rollout
- Managed the Organizational Change Management (OCM) Assignment Tracker and stakeholder reporting through an enterprise Cloud migration
- Spearheaded an intranet marketing initiative, designing and fielding an employee communications survey and analyzing feedback trends to improve user experience

The Syndicate

Weehawken, NJ

Marketing Intern

May 2026 – Aug 2026

- Analyzed campaign performance and audience engagement to drive content strategy for House of the Dragon (HOTD) Season 3 and brand-partner campaigns
- Produced a weekly VIP PR roundup keeping account teams current on campaign coverage, and built targeted media lists for a Warner Bros./Max campaign
- Built an artist-partnership pitch deck for Taco Bell's "Feed the Beat" campaign and ran weekly quality-control checks ensuring campaign titles stayed accurate and consistent across platforms

We Are Different

Sydney, Australia

Influencer Marketing | Social Media | PR Intern

Jan 2026 – Apr 2026

- Sourced micro and macro influencers and built targeted media lists for Oil Garden's haircare launch and Kleenex's "I Can't Wait" campaign through market and audience research
- Tracked Fujifilm Australia's Instagram and TikTok performance and delivered weekly media-monitoring and campaign reports across 3+ client accounts, including Spotify, Crystalbrook, and HelloFresh

Additional Experience

Minds With Purpose

Boston, MA

Program Director & Co-Graphic Designer

Dec 2025 – Apr 2026

- Directed timelines, deliverables, and team communications for a weekly virtual masterclass marketing campaign, producing branded content for digital distribution
- Led sponsorship outreach for the "30 Under 30" event and copywriting for the Women's Conference

Alianza Latina Boston University

Boston, MA

Public Relations Chair

Jun 2025 – Dec 2025

- Directed a PR committee producing graphics and short-form video (Reels, TikToks); owned the monthly content calendar and trained members on Canva, CapCut, and Adobe tools

Skills

PR: Earned Media Pitching, Media Relations, Media List Development, Influencer Marketing, Social Media Management, Content Creation, Copywriting, Internal Communications, Competitive Analysis, Media Monitoring, AEO, Campaign Reporting, Trend Analysis

Tools & Technology: AI Agents & Prompt Engineering, Adobe Illustrator, Photoshop, InDesign, Canva, CapCut, Microsoft Excel

Languages: English (Fluent), Spanish (Fluent), French (Limited)

Interests/Hobbies: Fashion, Entertainment, Beauty, Music, Thrifting, Sustainability, DEI, Fragrances, Photography