Charlotte Bental

(818) 414-1812 | charliebental@gmail.com | Los Angeles, California

**Education**

**University of Wisconsin-Madison** Madison, Wisconsin

*College of Letters & Science | Major in Communication Arts Sept 2021 - May 2025*

GPA: 3.56/4.0 Dean’s List Fall 2022

**Work Experience**

**SMS Talent** Los Angeles, CA

*Talent Acquisition*  *December 2024 - Present*

* Assisting in the development of the agency’s new content creator division.
* Conducting research to identify promising influencers and initiating outreach for representation opportunities.
* Collaborating with the team to lay the foundation for long-term division growth.

**Link Entertainment** Los Angeles, CA *Intern* *May 2024 - August 2024 May 2023 - August 2023*

* Read and analyzed scripts for feature films and television series
* Organized detailed plot summaries, character descriptions, and actor recommendations
* Pulled scenes from clients work and edited them together to create a reel

**Global Promo** Los Angeles, CA *Marketing Specialist*  *June 2023-August 2023*

* Assessed listed price competitiveness versus other vendors and suggested price adjustments
* Recommended changes to the website to better present product offerings
* Took photos of products and edited together social media posts

**Involvement**

**Delta Delta Delta Sorority** Madison, WI Member  *March 2022 – Present*

* Sisterhood Committee – planned and promoted events for chapter

**The Hollywood Badgers** Madison, WI *Participant**September 2021-Present*

* UW’s professional entertainment student organization with weekly alumni speakers from the industry
* Learn about networking and exposed to all facets of the industry

**Association for Women in Communications** Madison, WI *Participant**September 2021-Present*

* UW-Madison chapter that helps explore job possibilities in the communication field
* Learn print journalism, advertising, public relations, broadcast, and many other forms of communication

**Skills**

* Social Media (Instagram, TikTok, Snapchat)
* Experience with Word, PowerPoint, and Adobe Photoshop, Illustrator, Lightroom, Premier Pro
* Strong communication skills, creativity, critical thinking, adaptability, accuracy and attention to detail