

Ameer Hassan

Arcata, CA · Available in Los Angeles, Summer 2027 | ahasan42@outlook.com
Portfolio: ameerh.net | linkedin.com/in/ameerehassan | Live products: trailermath.com, 1rerun.com

SUMMARY

Marketing student at Cal Poly Humboldt and creator of two live film products: Trailer Math, a tracker of how movies are marketed, and Rerun, a repertory film guide for Los Angeles. Seeking a Summer 2027 entertainment marketing internship. I bring audience research, campaign planning, four-plus years of customer-facing work, and fluent Spanish.

MARKETING & PRODUCT PROJECTS

Trailer Math — Creator & Analyst · *trailermath.com* 2026 – Present

- Built a live tracker that times every teaser and trailer for 1,000+ US releases in days before opening, updated hourly
- Published a 758-film benchmark of trailer lead time by genre (median: 91 days out); write a weekly campaign analysis

Rerun — Creator & Product Lead · *1rerun.com* · *Los Angeles, CA* 2026 – Present

- Built and launched a live repertory-film guide that unifies official listings from 11 Los Angeles repertory cinemas into one day-by-day guide
- Positioned the product around one audience question, “what can I see today?”, and designed the brand, daily agenda, calendar, saved films, and shareable screening links to move fans from discovery to ticket pages
- Built source verification, duplicate cleanup, and stale-feed safeguards to keep listings accurate and trusted
- Defined action-based success metrics (saved films, calendar adds, shares, and qualified ticket clicks) and a growth plan built on venue partnerships, newsletters, weekly picks, and title alerts

NOCTURNE — Limited-Series Launch Campaign (independent concept) 2026

- Developed a four-phase launch campaign (“Stay out late”) from an audience insight that mystery fans want to be first to the clue; planned audio teasers, a theory hub, weekly clue drops, and success metrics

KPop Demon Hunters — Audience Teardown (independent, Netflix public materials) 2026

- Mapped primary audiences and social behaviors for a Netflix release and recommended three tests to turn first watches into fan participation, each tied to a measurable signal

EDUCATION

Cal Poly Humboldt — B.S. Business Administration, Marketing Concentration Expected May 2028

Riverside City College — Transfer coursework Aug 2023 – Jun 2026

WORK EXPERIENCE

Starbucks — Barista · *Corona, CA* Jan 2026 – Present

- Serve a high-volume café and drive-thru, consistently meeting speed-of-service targets during peak hours
- Build rapport with regular guests and deliver a consistent, welcoming experience that supports repeat visits

Freddy’s Frozen Custard & Steakburgers — Front & Back of House Team Member · *Norco, CA* Jul 2024 – Jan 2026

- Rotated between front-counter service and kitchen production, adapting to each rush while keeping order accuracy high

Burlington — Shortage Control Associate / Greeter · *Corona, CA* Nov 2023 – Jul 2024

- Created a positive first impression at the entrance while helping deter theft and reduce shrinkage

McDonald’s — Crew Member · *Norco, CA* Oct 2021 – Nov 2023

- Cross-trained on register, drive-thru, and kitchen in a fast-paced, high-volume environment

SKILLS & LANGUAGES

Marketing: Audience research, campaign planning, positioning and messaging, launch and rollout planning, marketing metrics, audience teardowns

Product: Product strategy, website launch, content discovery UX, data accuracy and source verification

Tools: Canva, Adobe Creative Suite, Microsoft Office (Word, Excel, PowerPoint)

Languages: English and Spanish (fluent); California State Seal of Biliteracy and Riverside County Seal of Multiliteracy, 2023