

EDUCATION

University of Central Florida, Orlando, FL. Class of 2022
● Bachelor of Science in Business Administration in marketing; Bachelor of Arts in advertising and public relations

WORK EXPERIENCE

Wellons Communications, Orlando, FL June 2023–Present

Account Executive

- Wrote and distributed press releases and media alerts to key local and national targets, maintained media lists
- Creatively pitched client stories to digital, broadcast, and print media outlets to achieve monthly reach numbers of over 4 million
- Planned and coordinated all aspects of media events to secure substantial broadcast, print, digital and social coverage
- Maintained regular communications with up to five to 10 clients, provided strategic support and regular reporting

Public Relations Intern, Account Coordinator, Jr. Acct. Executive January 2022–May 2023

- Collaborated cross-functionally with client internal teams and influencers to ensure influencer marketing supports overall brand goals
- Created comprehensive social media decks including content calendars, copy and graphics ensuring brand voice is consistent across platforms
- Compiled daily press coverage and created monthly reports for themed entertainment clients such as ICON Park Orlando, Pirates Dinner Adventure in Orlando and Buena Park and several other clients in a variety of industries
- Created content such as blog posts and calendar listings for various clients to maintain brand image and increase awareness

InstaNatural, Orlando, FL. July 2020 – August 2021

Social Media Intern

- Managed influencer communications and brand partnerships, planned content for all social media platforms with engaging copy
- Increased Instagram engagement by over 3% and gained 3,000+ followers
- Assisted in managing the social media campaign for product launch on target.com garnering over 500,000 Instagram impressions
- Planned and implemented a holiday giveaway campaign which led to a collective 376 followers gained

UCF College of Business, Orlando, FL January 2020 – April 2020

Digital Marketing Intern

- Created and scheduled content for Instagram, Facebook, LinkedIn and Twitter
- Drafted email campaigns in Mail Chimp and edited blog posts on WordPress
- Assisted in preparation and execution of the 2019 UCF College of Business Hall of Fame Gala

LEADERSHIP EXPERIENCE

Her Campus at UCF, Orlando, FL January 2019–May 2022

President and writer

- Served as a point of contact between the national magazine and the UCF chapter
- Managed a team of 120+ writers and executive board, planning and hosting weekly meetings
- Planned and coordinated campus events, such as campaigns with major brands and partnerships with other UCF organizations

SKILLS

- Microsoft Office, WordPress, Google Suite, Canva, Ciscion, Critical Mention, Constant Conact, Slack, Sprout Social, Hoot Suite, Mail Chimp
- Experience with Google and Meta ad suites