

Ilyssa Mann

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As an ambitious and creative individual, I thrive in roles that allow me to blend strategic writing with innovative campaigns and community insights. I am a collaborative self-starter, possessing skills in copywriting and editing, qualitative and quantitative research, project and client management, and multimedia content creation. My goal is to continue using the power of storytelling to make a positive impact.

I'm incredibly proud to be known as a published academic author, honing my skills in crafting narratives that resonate.

SKILLS

- MailChimp; ChromeIQ; Qualtrics; Canva; Equidox; Adobe InDesign, Illustrator, and Premiere Pro; and Microsoft Suite.

EDUCATION

Bachelor of Science in Public Relations

Bachelor of Arts in Political Science

University of Florida, Gainesville, FL

May 2024

International Scholars Medallion

GPA: 3.7

Principal Investigator, University Scholars Program

May 2022 – May 2024

- Awarded \$2,500 to lead research under the P.R. department head in collaboration with a local community and arts hub.

WORK EXPERIENCE

Senior Creative Coordinator and Copywriter, Marketing for Change

June 2024 – Present

Washington, D.C.

- Executed a \$100K guerrilla marketing campaign in 2 weeks, including custom telephone booths, a 9-guest video podcast, and a commercial shoot.
- Owned a \$300K budget to produce printed materials for a state health insurance marketplace's first-year brand launch.
- Wrote weekly newsletters for a state-based health insurance marketplace, reaching ~600,000 residents.
- Completed 5 rapid research reviews, combining literature analysis with intercept and key informant interviews.
- Supervised 2 interns, providing regular training on strategy planning, project coordination, and client management.

Research Team Member, University of Florida Public Relations Department

Aug. 2022 – Present

Gainesville, FL

- Co-authored 3 peer-reviewed papers as the only undergraduate on a collaborative team of Ph.D. students.
- Surveyed thousands nationwide on how people navigate political disagreement in the democratic process.

RESEARCH AND INSIGHTS

[An Attack on Free Speech? Examining Content Moderation, \(De-\) and \(Re-\) Platforming on American Right-Wing Alternative Social Media.](#) *New Media and Society*, 2024.

- Co-authored paper published in *New Media and Society Journal*, investigating users on alt-right social media platforms.
- Discovered content moderated users maintain a presence on mainstream and right-wing alternative social media platforms.

[Shift Happens: Fostering Third Places in a Transient College Town Through Communicative Strategies.](#) *UF Journal of Undergraduate Research*, 2024.

- Authored paper exploring community attachment perceptions of temporary and permanent residents via local media use.
- Temporary residents integrate faster when third places pair welcoming communication with effective social media use.

[Why Do You Feel That Way? Elaboration Questions and Feeling Heard in Political Talk.](#) *Media and Communication*, 2025.

- Co-authored paper investigating perceptions of different pre-recorded political conversations on levels of feeling heard.
- Using elaboration questions and feeling heard was significant in determining people's intentions to discuss politics again.

[PolitiTalk: Analyzing the Relationship Between Partisan Podcast Use and Political Participation.](#) *Journal of Broadcasting & Electronic Media*, 2025.

- Co-authored paper on partisan political podcast use and political participation among U.S. adults.
- Liberal podcast use was linked to higher participation across all effort levels, while conservative podcast use was tied only to low-effort participation.

SOCIAL ACTIVITIES

- Volunteer yoga instruction, martial arts, expressive painting, culinary arts, creative ceramics, and cultural writing.