

COTA LinkedIn Spotlight Series Insights

The COTA LinkedIn Student Spotlight Series began because I wanted a way to showcase students who were involved in the College of the Arts in any way, and show them that they had a place on the platform like any other student in any other major. This project involved me creating a thorough, organized form that students could fill out, marketing it to the right audience and then writing the spotlights themselves. I tagged as many LinkedIn accounts as possible to maximize impressions. When my time at COTA came to an end, I had received enough responses and written enough posts to last until the end of the school year.

The analytics shown here are from the first posts of the series. They are still being uploaded after my time at COTA has ended. This is one of my proudest accomplishments, and I have been told it has made students at COTA proud and enthusiastic to be more involved in the college.

First post: posted on 11/16/2023, these analytics are as of 12/21/2023

Posted by Ana Gallardo Alvarez • 11/16/2023

...



UF College of the Arts

714 followers

1mo • Edited •

Welcome to our new COTA Student Spotlight series!

Meet **Ella Kunzke**: Ella is a second-year undergraduate student pursuing a dual degree in Art History and Anthropology with a German minor.

Ella has a variety of involvement and achievements at the **University of Florida**. From being a member of **Florida Cicerones**, a volunteer and intern at the **Harn Museum of Art**, an art staffer at **Tea Literary & Arts Magazine** and her involvement in the Panhellenic organization **Phi Mu Fraternity** and more, she continues to envelop herself in extracurriculars both related to her studies and not. Her favorite experience at the College of the Arts has been writing for Dinner + No Show, when she gained experience in interviewing, writing an article and getting to see her work published! She also befriended a student artist through this experience.

Ella wants to give a shoutout to **Danielle Sensabaugh**, her TA in her first art history class. She says, "You immediately set my worries at ease with your upbeat energy and willingness to help your students. Having your discussion section for both 2050 and 2051 has been one of the highlights of my art history classes thus far."

Congratulations on all you've accomplished, Ella! We can't wait to see what else you do.

Are you interested in being featured in a COTA student spotlight? Fill out our LinkedIn Spotlight form! <https://lnkd.in/dkKrvISR>

Organic impressions: 3,243 Impressions

Hide results ^

Post performance ?

Targeted to: All followers

3,243

Impressions

27

Engagements

2.81%

Engagement rate

64

Clicks

1.97%

Click-through rate

21

Reactions

3

Comments

3

Reposts

Second post: posted on 11/28/2023, these analytics are as of 12/21/2023

Posted by Ana Gallardo Alvarez • 11/28/2023

...



UF College of the Arts

714 followers

3w •

Our next COTA Student Spotlight is here!

Meet **Jaime Brustein**, a third-year undergraduate student pursuing a Bachelor's of Fine Arts in Musical Theatre and a combination degree with a Master's of Science in Management at the **University of Florida - Warrington College of Business**.

Jaime has various on-campus involvements at the **University of Florida** including being a Reitz Scholar and a member of **Florida Players**. His education through COTA has opened doors for him to work professionally both in on-campus productions in the **UF School of Theatre and Dance** and off-campus at professional regional theaters including **Slow Burn Theatre Company, Inc.**, **Red Barn Summer Theatre** and Gainesville's Hippodrome Theatre. His favorite experience in the College of the Arts has been creating and producing a musical alongside his junior class for a class assignment. Originating a piece of art has been "artistically fulfilling" and has fostered teamwork and camaraderie among his classmates. He hopes to continue perfecting the project even after college.

Jaime wants to give a shoutout to Andrew Cao and Tim Altmeyer, two professors in the School of Theatre and Dance, who have been mentors to him in his artistic journey. He says: "I hope to reach their level of mastery of their craft. I am grateful that they motivate me towards continuous growth."

Keep up the excellent work, Jaime! We wish you well on all your endeavors!

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Organic impressions: 1,519 Impressions

Hide results ^

Post performance ⓘ

Targeted to: All followers

1,519

Impressions

57

Engagements

8.76%

Engagement rate

76

Clicks

5%

Click-through rate

47

Reactions

6

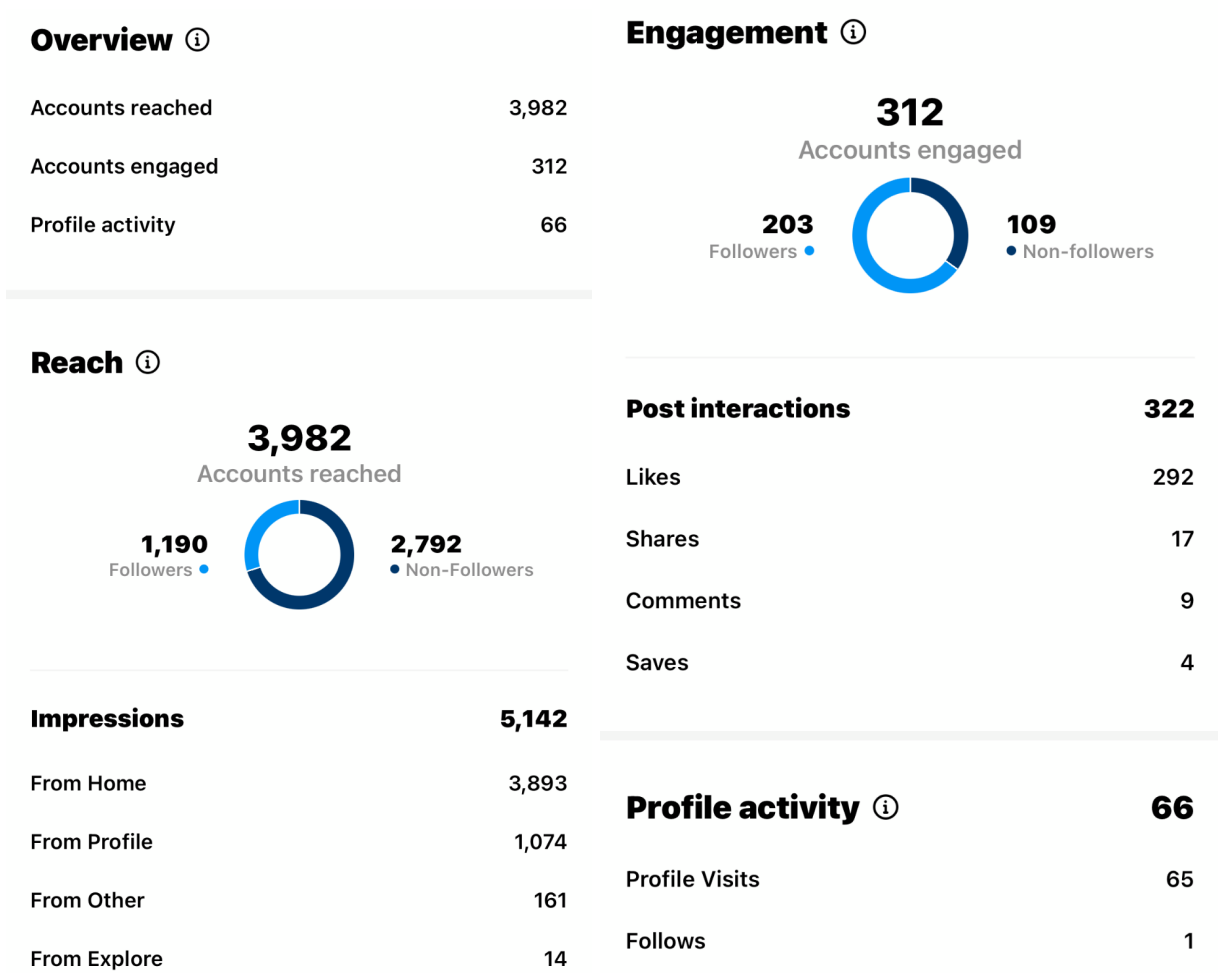
Comments

4

Reposts

This post led to the UF Warrington College of Business reaching out to post a collaborator post for this student on Instagram. This opportunity led to more awareness of the College of the Arts. The Instagram analytics of the post are attached as well.

Instagram Post Insights: posted on 11/29/23, these analytics are as of 12/21/2023



Third post: posted on 12/8/2023, these analytics are as of 12/21/2023



UF College of the Arts

714 followers

1w • 🌐

Happy end of the semester, Gators! It's time for a COTA student spotlight!

Meet **Ella Terran**. Ella is a fourth-year undergraduate student pursuing a Graphic Design major with a Mass Communication minor in the **University of Florida College of Journalism and Communications**.

Ella's experience spans both in on-campus and off-campus roles. On campus at the **University of Florida** she is a School of Art and Art History student ambassador, the lead art director for **The Agency at UF** and the design and publishing assistant for Library Press. Ella has also been a graphic design intern for **WANT Branding** and is the founder of Bingelon, a small business to sell upcycled clothing. To learn more about Ella's professional work, you can visit her website: EllaTerran.com.

Her favorite memory has been meeting prospective families as an ambassador for the School of Art and Art History. Leading tours, planning events and mentoring current undergraduate students are rewarding for her. Ella would like to give a shoutout to Alejandra Silva, her professor for Typography 1 and the MINT Professional Design Studio. She says, "Your positivity and support helped me grow so much, thank you for being you!"

Congrats on all your work, Ella! Good luck in your last semesters at UF!

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We'll be taking a holiday break and will resume our COTA student spotlight series in January, 2024.

Organic impressions: 1,415 Impressions

Hide results ^

Post performance ⓘ

Targeted to: All followers

1,415

Impressions

24

Engagements

6.36%

Engagement rate

66

Clicks

4.66%

Click-through rate

21

Reactions

2

Comments

1

Repost