

# Ana Gallardo Alvarez

352-410-9327 | gallardoana8@gmail.com | [www.linkedin.com/in/agallardoalv](http://www.linkedin.com/in/agallardoalv)

## EDUCATION

University of Florida College of Journalism and Communications

*Bachelor of Science in Public Relations*

May 2025

Concentration in Business Administration; Minor in Event Management

## PROFESSIONAL EXPERIENCE

Princess Cruises

Ft. Lauderdale, FL

*Public Relations Intern*

June 2024 - August 2024

- Drafted, edited and distributed press releases resulting in 500+ pickup and 4,000+ views and hits.
- Wrote content for company-wide internal newsletters to highlight communications moments across the company.
- Organized travel logistics and compiled media assets, including press lists, bios, face sheets, briefing books, media kits, and personalized itineraries, for 5 press trips and other company-wide events.
- Created coverage reports of 5 events and company-related news to track overall PR coverage and sentiment.
- Researched industry trends, award submissions, and other coverage opportunities to maximize PR potential.

The Agency at The University of Florida

Gainesville, FL

*Lead Account Manager, Project Manager, Professional Development Lead*

October 2023 - Present

- Leading 27+ account managers, clients, and projects, a portfolio of \$650k+ annually, across all departments.
- Managing Chartwells, Career @ Disney, Disney Pharma accounts, portfolios of \$290k+, communications with company executives to meet expectations for deliverables, ensuring confidentiality and professionalism.
- Planning networking events/trips for 30+ students and creating 5-day itineraries as professional development lead.

University of Florida College of the Arts

Hybrid/Gainesville, FL

*Student Communications Assistant*

April 2023 - December 2023

- Used social media strategy and management to drive organic content by capturing photo and video of 10+ events.
- Developed and executed a content calendar, reaching 7,000+ non-followers and increasing engagement by 371%.
- Researched new contacts and incorporated them into current social media trends, increasing reach by over 200%.

Stephen C. O'Connell Center

Gainesville, FL

*Audience Development Senior Supervisor*

August 2022 - Present

- Coordinating with a marketing team of 5+ employees to strategize and execute real-time marketing material to promote events in the arena such as sports games, concerts, career fairs, etc., increasing event attendance.
- Using Lightroom to edit 100+ photos, copywriting, and publishing promotional materials and graphics of events.
- Overseeing daily box office operations including managing a team of 10+ Audience Development Assistants tasked with selling event tickets, promoting the venue and recruiting, interviewing and hiring new candidates.

Center for Public Interest Communications

Hybrid/Gainesville, FL

*Social Media Intern*

January 2023 - April 2023

- Collaborated with a team of 5 students to develop and implement social media strategies to promote a conference.
- Conducted research on 25+ speakers to create and post social media copy and graphics in real time for an event.
- Pulled analytics of user engagement and performance on all platforms to improve social media strategy and develop best practices for future events shown through a recap deck.

## LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Florida Cicerones

Gainesville, FL

*University Ambassador, Photography & Design Chair*

January 2023 - Present

- Committing 20+ hours of service per semester in areas such as recruitment, presidential hosting, and promotions.
- Selected out of 800+ applicants to lead tours for groups of 30+ prospective students, advertising benefits of university and delivering a personalized "sales pitch" of university value.

## ADDITIONAL INFORMATION

**Skills:** Spanish, Muck Rack, Canva, Microsoft (Teams, Outlook, etc.), Cision, PR Newswire, Agility, Monday.com

**Interests:** Government Relations & Policy, Public Interest Communications, Event Management, Entertainment, Travel