

Paige Platt

984-989-8360 | Paigeplatt123@yahoo.com | Boca Raton, FL



OBJECTIVE

Motivated Public Relations student with strong writing, communication, and organizational skills seeking an opportunity to contribute to a dynamic and creative team. Eager to gain hands-on experience and support public relations initiatives through content creation, social media engagement, and outreach efforts.

KEY SKILLS

- Writing & Content Creation
- Social Media Management
- Canva & Adobe Creative Suite
- Microsoft Office Suite
- Brand Development & Storytelling
- Photography (Fashion/Lifestyle)
- Leadership & Interpersonal Communication

PROFESSIONAL EXPERIENCE

Student Success Ambassador, Lynn University (*August 2023-Present*)

- Mentor incoming students, facilitating seamless academic and social integration
- Conduct proactive outreach to 100+ students daily, significantly enhancing community engagement on campus
- Provide effective problem-solving support, assisting students in utilizing university resources for optimal academic success

RELEVANT CAMPUS INVOLVEMENT

Staff Writer, iPulse Newspaper (*Lynn University Campus News Outlet*)

- Generated and pitched compelling story ideas weekly, adhering to tight editorial deadlines
- Conducted insightful interviews with diverse sources, including students and faculty
- Published 10+ articles across digital and print platforms

Photographer, American Advertising Federation (*Campaign for AT&T*)

- Captured compelling images that authentically represented AT&T's brand identity and showcased genuine human connections
- Collaborated closely with a creative team to successfully achieve campaign goals

Orangetheory Brand Representative, Pulse Agency (*Lynn University's PR & Ad Agency*)

- Created targeted social media campaigns and marketing assets designed to attract Gen Z talent to Orangetheory's corporate office
- Presented comprehensive campaign proposals to corporate stakeholders, emphasizing creative strategies and measurable results

EDUCATION

Lynn University, Bachelor of Arts in Public Relations and Advertising (*Class of May 2025*)

- GPA 3.8 (*Dean's List recipient*)
- **Relevant Courses:** Photojournalism; Digital Photography; Advanced Photography; Applied Media; Social Media Practices