

Objective

To obtain an internship position in which I can develop my communications tactics in advertising by enhancing the creative teamwork of a top advertising agency.

Skills

Languages

Native Fluency: English, Spanish

Editing Software

Working proficiency: Adobe Photoshop, Adobe InDesign, Adobe Illustrator

Information Processing

Microsoft Word, Microsoft PowerPoint, Microsoft Publisher, Prezi

Operating Systems

Windows, Mac

Technical Skills

Photography, videography, social media, professional writing

Personal Skills

Time Management, group leadership, self-starter, flexible, organized, detail oriented, positivity

Experience

Bauzá & Associates, Public Relations Intern *Apopka, FL* (August 2013 - Present)

- Draft media relations materials including press releases, media alerts, and articles as directed in English and in Spanish.
- Create copy for social media content calendar for a variety of clients to be translated
- Produce administrative documents such as conference reports, PR progress reports, PR wrap up reports, PR value reports as directed
- Assist development and updating of media lists and other databases, including client, marketing, prospect and administrative databases.
- Track media coverage in Spanish-language media; clip and scan news results; provide reports with English translations of media results.

UCF Technology Commons, Marketing Assistant *Orlando, FL* (August 2013 - Present)

- Draft copy for social media content calendars with various department and campus events
- Create a marketing plan for the department to draw student traffic to the facility
- Produce an instructional and educational plan to inform students on the uses of Microsoft Publisher through workshops
- Promote all department services through a variety of mediums including social media, print, and face to face interactions.

UCF Department of Housing and Residence Life, Resident Assistant *Orlando, FL* (May 2013 - Present)

- Serve as a first responder in emergency situations and follow instructed protocols
- Maintain up-to-date and crucial information to residents through unique bulletin boards and flyers
- Provide quality opportunities and connections for residents' academic and personal growth
- Coordinate various educational and diverse activities to engage residents to interact and socialize
- Perform 15 hours a week of office management to attend to all resident needs and safety
- Fulfill mass deadline requirements on a weekly, monthly, and semester long calendar
- Manage social media content for the department housing facility

UCF Experiential Learning, Marketing Assistant *Orlando, FL* (January 2013 - April 2013)

- Initiated and managed the social media for the growing department
- Set up campus wide meetings with other campus departments to brainstorm marketing concepts
- Conducted interviews to participants of the service-learning component of the department
- Produced testimonials for website demonstration
- Assisted with daily organizational tasks to office supervisors

Education

University of Central Florida *Orlando, FL* (2011-2015)

- Bachelor of Arts, Advertising/ Public Relations.
Minor: Leadership Studies

Honors

Dean's List *Fall 2011 / Spring 2012*

Florida Bright Futures Scholarship Medallion Scholar
University Club of Orlando Scholarship (June 2012)

Leadership

Volunteer UCF

Marketing Director (March 2013 - Present)

LEAD Scholars

Social Chair Member (Aug. 2011 - May 2013)

Peer Mentor (Aug. 2012 - December 2012)

Green Team

Member (August 2011 - May 2012)

Volunteerism

Alternative Break Program *New Orleans, LA* (March 2013) – 100 hours

Alternative Break Program *Tampa, FL* (November 2012) – 50 hours

Alternative Break Program *Myrtle Beach, SC* (March 2012) – 100 hours

Avian Rehabilitation Center *Apopka, FL* (October 2012) – 5 hours

Quest Camp Thunderbird *Apopka, FL* (October 2012) – 5 hours

Give Kids the World *Kissimmee, FL* (October 2011) – 3 hours

Total hours in college to date – approx. 350