



EDUCATION

August 2022 - December 2025

University of Florida

Combination Degree Public Relations and Sport Management

- Bachelor in Public Relations
- Certificate in Sport Management
- Pursuing Masters in Mass Communications

WORK EXPERIENCE

Gators Sports Creative Media and Branding Intern

September 2024 - Present

Social Media Management

- Creating new and innovative ways to connect sports to the Gator community. Managing Gators social media accounts at all times (in-game, home and away, all athletics related events), working alongside Gators Athletics, editing photos and graphics, curating event and content ideas.
- @gatorsmbk (including March Madness coverage), @gatorswbk, @gatorsbb, @gatorssoccer, @gatorsfb, @gatorsgym, @gatorsstudents, @floridagators

Client Services Department Manager, Account Manager & Culture Lead | The Agency at UF

Account Management and Event Planning

October 2023 - Present

- Coordinating and managing projects while working with large-scale clients to fulfill their strategic communications needs. Culture Lead: Event planning and team building efforts to facilitate team culture.
- Account Management Clients: Disney AI, College of Engineering, Culture
- Project Management Clients: Consortium Trust in Media and Technology, Chartwells, Fan Take Podcast, Office of Careers and Corporate Partnerships

Assistant Director of External Communication | Dance Marathon at UF

August 2022 - April 2025

- Managing social media content, media outreach, team management, forming a positive public image for Dance Marathon, and fundraising for Children's Miracle Network Hospitals. Over \$5,000 raised cumulatively.

Community Assistant and Social Media Manager | The Row and L3 Campus

January 2023 - December 2024

- Managing social media accounts for the L3 campus, coordinating and planning events and focusing on community outreach.

Raide Ambassador

September 2024 - Present

- Assisting with social media for a startup app for renting clothes sustainably on college campuses around the United States.

PROFESSIONAL EXPERIENCE

Cannes Lions International Festival of Creativity - Social Media

June 2025

- Social media content and team management at Cannes Lions for The Agency and Disney Advertising

March Madness Coverage for Florida Gators Men's Basketball 2025

March-April 2025

- Social media management and photo editing content pre, during and post-event.

Game Day Shadowing at the Tampa Bay Rays

August 2024

- Working alongside the Game Day Team for the Rays, helping with media relations, learning Rays social media management, assisting with in-game activities and coverage.

PGA Tour Tournament Shadowing

March 2025

- Learning the processes of an in-tournament day for the PGA Tour Media Team, assisting with posts and content curation, observing how the team works alongside TV broadcast.

Disney Cruise Line Production Shadow

February 2025

- Learning the steps to put on a successful show for Disney Cruise Lines and Disney Vacation Club, working alongside media professionals and observing guest experience.

SKILLS

Soft Skills:

- Leadership
- Teamwork
- Account Management
- Social media management
- Media outreach
- External communications
- Fundraising
- Critical thinking skills
- Interpersonal skills
- Problem solving skills
- Compassion
- High-stress decision making
- Presentation skills

Technical Skills:

- Certifications in:
 - Microsoft Word, Excel, Office, Powerpoint
 - Photoshop, Lightroom
- Proficiency in:
 - Instagram, X, Facebook, Tik Tok Marketing
 - Slate
 - Canva
 - LinkedIn

Language Skills: English (Fluent), French (Advanced Knowledge), Spanish (Comprehension)