

EDUCATION

University of North Florida

Bachelor's of Science in Communications

Poynter Institute & ACES

Certificate in Copy Editing

MEMBERSHIPS

- American Copy Editing Society
- Public Relations Society of America

SKILLS

- Clear communication
- Writing and editing in a variety of styles and tones
- Strong interpersonal skills
- Networking and building connections in the community
- Creating digital content tailored to the target audience
- Managing the coordination of multiple calendars to schedule community outreach efforts
- Coming up with unique, out-of-the-box ideas or solutions

TOOLS

- Adobe Creative Cloud
- Canva Pro
- Constant Contact
- Google Workspace
- Hootsuite
- Microsoft 360
- Wix and WordPress

PROFESSIONAL EXPERIENCE

Community Outreach Coordinator

ElderSource

May 2024 - Present

- Managing the Caregiver Coalition of Northeast Florida's social media, website and digital newsletter
- Planning and leading Caregiver Coalition meetings, then following up to ensure action items are completed
- Organizing and attending community outreach and disaster relief efforts
- Reaching out to members of the community to establish new working relationships between organizations with similar goals

Genplant On-Site Energy

Digital Media Associate

June 2022 - January 2023

- Communicating with executives to achieve desired media branding
- Producing digital content for internal and external communications

Dalton Agency

Public Relations Intern

August 2021 - December 2021

- Working in a fast-paced agency to quickly turn out high-quality written work, research and media lists
- Effectively managing several projects to meet strict deadlines
- Writing email pitches to local and regional journalists

Grounds of Grace

Public Relations Volunteer, through Stefanie McClain-Araujo

August 2021 - December 2021

- Creating a new logo based on the organization's messages
- Drafting digital media as well as mocking up physical media to pitch as part of the potential brand refresh