

## EDUCATION

### University of Florida | Gainesville, FL

May 2012

Bachelor of Science in Telecommunication Management | Concentration in Business Management and Marketing

## PROFESSIONAL EXPERIENCE

### Coca-Cola Beverages Florida | Tampa, FL

#### Communications Specialist

June 2022 – April 2024

- Developed, executed and managed comprehensive communication strategies supporting demand generation initiatives and strengthening brand visibility across B2B and B2C audiences
- Directed internal and external communications, including social, email and digital channels ensuring unified brand messaging and employee engagement
- Strengthened and sustained brand identity through strategic messaging and cross-functional collaboration, driving a 105% increase in brand perception and awareness as measured by customer surveys
- Served as a trusted advisor to C-suite and executive leadership in shaping enterprise messaging, facilitating cross-departmental alignment to ensure clarity, accuracy and consistency of voice across communications

### City of Gainesville – Gainesville Regional Utilities | Gainesville, FL

#### Senior Communications Specialist

February 2020 – June 2022

- Managed internal and external communications, including intranet content, daily employee newsletter, company website, monthly email campaigns and social media platforms.
- Developed and executed integrated, multi-channel communication and marketing campaigns that increased customer engagement by 156% within the first year
- Led public relations efforts through press releases, blog content and proactive media outreach, cultivated strong relationships with media outlets and established interview best practices and spokesperson preparedness
- Negotiated and monitored media buys, produced and edited lead gen content (emails, blogs, scripts) and analyzed campaign performance reporting weekly and monthly on departmental KPIs and strategic outcomes

### Naylor Association Solutions, LLC | Gainesville, FL

#### Marketing Account Specialist II

July 2018 – January 2020

- Managed multi-channel marketing strategies for approximately 40 professional trade associations through email, digital and social media campaigns, survey research and trade show collateral
- Executed demand and lead generation marketing campaigns through account-based marketing (ABM), audience retargeting, social media campaigns and content marketing in a B2B environment
- Developed and optimized quarterly email nurture campaigns that increased online traffic by 206% within one year
- Utilized WordPress, WIX, Adobe InDesign and Photoshop to create websites, design media kits, brochures and cross-promotional digital ads for various associations on a weekly basis

### Sinclair Broadcast Group, Inc. | Gainesville, FL

#### Marketing Coordinator

August 2012 – July 2018

- Created successful demand generation marketing campaigns that cultivated brand awareness and loyalty, and increased social media and online engagement by approximately 86%
- Developed creative marketing solutions and recommended competitive sales packages and proposals that resulted in a 35% increase in new business revenue
- Drove a 400% increase in quarterly digital revenue (from \$10,000 to \$50,000+) over two years by leading digital marketing initiatives and developing all campaign creative assets

## SKILLS and ABILITIES

- Proficient in Adobe InDesign, Illustrator, Photoshop
- Proficient in Microsoft Office Suite
- Strong website management and Google Analytics
- Excellent written and oral communication skills

- Successful social media and digital management
- Highly effective project management
- Strong team leadership and interpersonal skills
- Languages: English, Spanish (moderate)