

## AVA JAFARMADAR

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### EDUCATION

University of Florida, College of Journalism | Gainesville, FL

May 2023

*Bachelor of Science in Public Relations, Concentration in Event Management*

- **Cumulative GPA** | 3.74 **Honors** | Graduated *magna cum laude*

### EXPERIENCE

Collab x Collab | New York City, NY

April 2025 - Present

*Independent Creative Strategist*

- Conceptualized unique brand collabs to drive Gen Z engagement.
- Built creative strategies for three major 2026 campaigns for a leading youth fashion brand.
- Designed visual-first pitch decks and researched cultural trends to shape brand positioning.
- Ideated multi-touchpoint pop-up activations to deepen brand connection.

Milk & Honey | New York City, NY

Aug 2024 - April 2025

*Client Executive*

- Supported the creation of new revenue proposals and participated in presentation and pitch meetings.
- Served as the primary point of contact for clients across five portfolios.
- Initiated and led agency brainstorms, developing multi-touchpoint campaigns.
- Drafted a range of written materials, including press releases, blogs, features, and briefing documents.
- Developed and managed project trackers to ensure efficient progress and execution.

BEMOR | New York City, NY

June 2024 - April 2025

*Event Producer & Brand Strategist*

- Led event coordination for brand launch, attracting over 500 attendees and generating a digital reach of 34 million.
- Developed and executed guerrilla marketing and social content, partnering with influential external organizations.
- Managed activations, timelines, real-time troubleshooting, and seamless operations.
- Monitored event budgets and logistics, ensuring financial alignment.
- Managed an eight-person team, overseeing the creative and strategic development process.

Century Structures | Hollywood, FL

Sep 2023 – Jan 2024

*Project Coordinator*

- Served as the primary liaison between stakeholders, ensuring seamless communication and project alignment.
- Oversaw logistics for a \$3M project, managing timelines, tracking deliverables, and providing key updates.
- Negotiated vendor contracts, led meetings, and proactively addressed project delays to maintain efficiency.

SUSTY. | San Jose, CA

Dec 2021 – May 2023

*Marketing Intern*

- Acted as the first point of contact for proofing and editing work drafted by team.
- Diversified company partnerships by scouting, conducting outreach, and pitching to brands daily.

### CERTIFICATIONS

**Fundamentals of Media Relations** | Muck Rack Academy (Issued May 2024) **Social Marketing** | Hootsuite (Issued Sep 2021) **Hootsuite Platform** | Hootsuite (Issued Nov 2021)

### SKILLS

**Industry Tools:** Muck Rack, Teams, Slack, Meltwater, Hootsuite, Canva, Figma, Google Alerts, Monday.com, Asana

**Computer Software:** Microsoft Office, Adobe Suite, Full Google Suite

### LANGUAGES

English Native Speaker

Farsi

Fluent