

# ANISA RAFIEE

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Enthusiastic and dedicated Communication major at the University of Central Florida (UCF), graduating in the of Fall 2025. I am seeking an internship opportunity to leverage my strong communication skills, passion for media, and experience with digital and marketing initiatives. Eager to contribute to innovative work in advertising, entertainment, and technology while gaining hands-on experience in marketing, business development, and brand strategy.

## SKILLS

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Communication and team collaboration

Quick learner and highly adaptable

Comprehensive knowledge of media industries

Social media strategy, content creation, and analytics

Able to execute tasks as written

Time-management, task prioritization, and deadline adherence

Event planning and coordination

Photography and videography for digital and social platforms

Microsoft and Photoshop certifications

Guest relations and customer service excellence

Proficiency with Facebook and Instagram advertising tools

Problem-solving in fast-paced environments

## EXPERIENCE

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### INDEPENDENT SOCIAL MEDIA PROMOTER

ORLANDO, FL 2023 – PRESENT

Used personal social media platforms to promote Imagine Music Festival and local Orlando venues such as Elixir and The Vanguard showcasing live performances, event highlights, and behind-the-scenes content. Through this avenue I have learned how to foster meaningful connections and grow with brands and influencers.

- Spearheaded promotional campaigns for various events and music festivals, including Imagine Music Festival, as part of the Collective Festival Management team.
- Boosted event exposure and ticket sales through collaboration with festival organizers and brands.
- Created social media content and analyzed engagement metrics to optimize growth.
- Partnered with production companies such as House Hats, House Headz, and Primal Production Management to promote local music events.
- Gained comprehensive insights into event promotion and the inner workings of the music industry.

### SOCIAL MEDIA MANAGER – ZOIA YOGA & WELLNESS STUDIO

WELLINGTON, FL 2018-2021

Responsible for creating and managing social media advertisements to promote classes, events, and special offers.

- Created, edited, and posted photos and videos, crafted compelling captions and scheduled posts.
- Implemented effective campaigns to attract new clients and increase class/event attendance.
- Utilized Facebook and Instagram advertising to optimize post reach and audience engagement.
- Monitored and applied emerging social media trends to maintain relevance and growth.

## **JOURNALISM PROJECT**

GAINESVILLE, FL 2022

Interviewed the band *Madwoman* at a show in Gainesville, FL at the How Bazar for a journalism project while studying at the University of Central Florida.

- Initiated contact with artists and their teams to coordinate interviews.
- Honed interview skills and learned to effectively report events to an audience.
- Strengthened connections within the music industry to facilitate future collaborations.

## **EDUCATION**

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**University of Central Florida (UCF)** – Orlando, FL

*Bachelor of Arts in Human Communication – Visual Communication Track* | Expected Graduation: Summer 2025

- Focused on media and management communication to develop expertise in digital strategy and content creation.

**Atlantic Community High School** – Delray Beach, FL

*International Baccalaureate (IB) Programme Certificate* | AUGUST 2016 – MAY 2020

- Completed the globally recognized pre-university program (IB Program)
- Model United Nations Club Member