

**Brett H. Rabinovich**  
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**EDUCATION**

**University of Florida**

Bachelor of Science in Public Relations

Minor in Leadership, Minor in Communication Studies

**Expected Graduation May 2015**

**PROFESSIONAL EXPERIENCE**

**Ketchum Public Relations**

**September 2013-Present**

- Serving as a Mindfire Community Member in which I apply public relations research techniques to a crowdsourcing website devoted to Ketchum's public relations operations and initiatives.
- Interact with Ketchum executives to process and approve ideas that have the possibility to be implemented by various international and Fortune 500 clients.

**Dance Marathon at the University of Florida / Children's Miracle Network**      **September 2013-April 2014**

- Public relations captain for the University of Florida's largest fundraiser and the second largest Dance Marathon in the USA.
- Use media relations, fundraising techniques, professional writing skills and social media management to assist operations of UF's Dance Marathon's 26.2-hour event.
- Contribute to university-wide fundraising efforts of over \$1,000,000 for the Children's Miracle Network.

**Rockaway PR**

**May 2012-August 2012**

- Interned at a public relations/marketing/advertising firm in the South Beach area of Miami, Florida.
- Duties included drafting media releases, press releases, social media updates, clipping features using Photoshop, creating Excel spreadsheets, planning events and organizing phone conferences for art, restaurant and hotel clients.

**Belize Foundation for Research & Environmental Education**

**August 2012-December 2012**

- First public relations intern at a startup nonprofit in Gainesville, Florida.
- Created the internship program for future interns, which included proper management of Twitter and Facebook pages, monitoring and analyzing social media page statistics as well as explaining the proper way to write press/media releases for events in the area.

**LEADERSHIP EXPERIENCE**

**Public Relations Student Society of America**

**Member as of October 2012**

- Member of the Online Strategies committee, which involved using various social media platforms to inform members and other university students of information regarding various events, guest speakers and workshop series.

**Alpha PProductions**

**August 2013-April 2014**

- Account Associate for largest Southeast US and UF's only student-run public relations firm on campus
- Assisted Account Executives to draft research reports, social media calendars and audience analysis for a restaurant in Ocala, Fla.

**Journalism and Communications Ambassadors**

**September 2013 – May 2014**

- Serve as one of 80 official ambassadors to the University of Florida's College of Journalism and Communications.
- Lead workshops, the editing office and tours for university students to use as their convenience.
- Maintain proper leadership and academic standards to best represent my college.