

Kayla Woods

1101 Webster Avenue Orlando, Florida 32804 | (205) 516-7273 | kawoods23@gmail.com

Public Relations Specialist | Freelance Copywriter

Experienced communications and public relations specialist. Excels at establishing and maintaining positive organizational image through customer service, media relations and communication management.

Professional Skills

Articulate Writing
Strategic Planning
Problem Solving
Blogging
Multitasking
Creative Thinking
Digital Production
Customer Service

Industry Lines

Public Relations
Copywriting
Media
Healthcare

Computer Applications

AP ENPS
Microsoft Office Products
Adobe Premiere
Final Cut Pro
Photoshop
WordPress
Meditch
McKesson
NextGen
Athena Health
Greenway Health

Education

University of Alabama at
Birmingham
B.A. – Communication Management

Jefferson State Community College
A.A. – Communication Studies

Wallace State Community College
Certificate – Certified Nursing
Assistant

LinkedIn

https://www.linkedin.com/in/kayla_woods/

Portfolio

<https://www.kaylawoodsportfolio.weebly.com>

Professional Experience

Truffles & Trifles, Inc. | Public Relations Specialist & Personal Assistant

- Maintains social media accounts
- Developed and updates website blog
- Works in conjunction with owner to promote business and public image
- Assists with weekly event schedule
- Communicates with clients through email
- Other duties include ad hoc projects as personal assistant

Freelance Copywriter

- Writes content for Yuppify
- Writes content for Truffles & Trifles

CBS 42/WIAT, Nexstar Media Group, Inc. | Teleprompter Operator

- Operated in-studio teleprompter for the CBS 42 Morning News
- Communicated with directors, producers and talent during newscast

CBS 42/WIAT, Nexstar Media Group, Inc. | News & Production Internship

- Completed various exercises in script writing, producing, directing and camera operations

Birmingham Internal Medicine Associates, PC | Medical Records Associate

- Maintained patient electronic medical records
- Provided customer service through telephone operations
- Performed additional clerical work

UAB Callahan Eye Hospital | Ophthalmic Assistant

- Provided assistance to physicians, staff and patients
- Administered eye examinations
- Documented patient information electronically

St. Vincent's Hospital | Patient Care Assistant

- Aided patients and nursing staff
- Performed various medical tasks
- Recorded patient medical information electronically

Target | Starbucks Barista

- Prepared customer orders in a fast paced environment
- Trained new employees
- Implemented opening and closing duties
- Assisted in keeping inventory stocked and organized
- Handled payment transactions
- Helped Target employees throughout the store when needed