

FAITH GREEN

850.797.9504 • 2550 N. Alafaya Trail, #8200 • Orlando, FL 32826 • faithgreen@knights.ucf.edu

PUBLIC RELATIONS

Creative, solutions-oriented professional with a proven track record in coordinating and supporting various PR, branding, and advertising initiatives. Adept in managing social media resources and tools while driving efforts to meet client needs. Thrive in fast-paced and pressure-filled settings. Core competencies include the following:

*Corporate PR	*Research & Analysis	*Media List Creation	*Social Media
*Communications	*Community Management	*Client Relationships	*Press Releases
*Media Placement	*Account Coordination	*Marketing Strategy	*Media Monitoring
*Crisis Management	*Media Pitches/Proposals	*Advertising Strategy	*Content Creation
*Writing/Editing	*Website Management	*Report Generation	*Brand Promotion

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

Bachelor of Arts—Advertising and Public Relations (2017)

NORTHWEST FLORIDA STATE COLLEGE

Associate of Arts—General Studies (2014)

EXPERIENCE

EDELMAN

Corporate Intern

2019-2020

- Maintained large corporate accounts for a public relations and marketing consultancy firm.
- Held community management roles for clients' social channels and platforms.
- Secured media placements for multiple clients following the development of media lists and pitches.
- Drafted weekly reports and meeting recaps for clients.
- Managed and updated editorial calendars.

THINK CREATIVE

Freelance Writer

2018

Copywriting Intern

2017

- Collaborated with clients and team members to develop traditional and digital media campaigns to enhance the brand presence of companies.
- Created engaging social media content as well as flyers and other client-specific communication materials.
- Produced copy, mock-ups, reports, and presentations for a diverse range of clientele.

CURLY & PYNN

Public Relations Intern

2017

- Maintained media contract relationships in support of a public relations firm based in Maitland, FL.
- Compiled easy-reference lists for radio stations, newspapers, and magazines.
- Gathered competitive data through social media and Internet resources.
- Conducted interviews and authored articles for client publications.
- Drafted media advisory sheets and press releases for upcoming events.

Additional Role: **Event Planning Intern**—Winter Park Chamber of Commerce

TOOLS / TECHNOLOGIES

Windows • MacOS • Microsoft Word • Excel • Teams • Adobe Creative Suite • Cision
TrendKite • Muckrack • Meltwater • Sprinklr CRM • Facelift Cloud • Hootsuite Certification