

EDUCATION

2012-2014, University of Florida, Gainesville, FL

Master of Arts in Mass Communication, Public Relations

Graduated with distinction – 3.9 GPA

2007-2011, Florida International University, Miami, FL

Bachelor of Science in Mass Communication, Public Relations – Minor in Psychology

EXPERIENCE

Certified Scrum Master (Agile Project Manager)

September 2014 – Present, 352 Inc., Gainesville, FL

- Manage two 4-person software development teams utilizing Agile/Scrum development methodologies and principles
- Oversee and reinforce team budgets, schedules and work progress
- Responsible for all client relations, including training clients on Product Owner role and responsibilities, managing expectations, and helping maintain website feature list and project priorities
- Experience with a variety of client industries and web development projects, including ecommerce, mobile, marketing, B2B and B2C websites, app development and intra/extranets
- Consult with clients on user experience and search engine optimization best practices
- Aid marketing department in content creation, blog entries, proofreading and client communication

Marketing and Communications

January 2014 – September 2014, Exactech, Inc., Gainesville, FL

- Managed the strategic planning, development and execution of various marketing and public relations programs for several Exactech products
- Created audience-centric communications plans and campaigns aligning with major business goals
- Worked with various departments to develop content, design, and determine the best channels of communication for internal products and product campaigns
- Measured and analyzed research efforts and campaign outcomes to properly provide recommendations for continuous improvement

ADDITIONAL WORK EXPERIENCE *(responsibilities and descriptions available upon request)*

- Certified Barre Fitness Instructor, Barre Forte, 4/2016-Present
- Graduate Teaching Assistant, University of Florida, 8/2013-5/2014
- Marketing and Communications Intern, UF Health, 8/2013-12/2013
- Freelance Writer, University of Florida, 8/2013-5/2014
- Marketing Communications Intern, United Way of North Central Florida, 5/2013-8/2013

SKILLS, CERTIFICATIONS & ACTIVITIES

- Google Analytics and AdWords knowledge
- Basic HTML, CSS and Web Design knowledge
- Fluent in English and Spanish (written and verbal)
- Excellent organizational, written and communication skills
- Able to multitask, adapt to complex situations, and fast-paced environments
- Proficient in MS-Office Suite, Keynote, Wordpress and other content management systems