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Cata.m.ruiz



EDUCATION

University of Florida Gainesville, Florida

Bachelor of Science in Public Relations
Minor in international development and
humanitarian assistance
2014 - 2018

SKILLS

AP STYLE

SPANISH

PHOTOSHOP

PREMIERE PRO

LEADERSHIP

College of Journalism and

Communications Ambassador

Phi Sigma Pi Social Chair

Camp Boggy Creek Family Pal

Royal for a Reason Princess

CATALINA RUIZ

Storyteller

PROFESSIONAL EXPERIENCE

Florida Museum of Natural History

Public Relations Intern • Gainesville, Florida • May – December 2017

- Wrote press releases and created the webpage for a new exhibit.
- Assisted film crews, communicated with student reporters and carried out administrative duties.
- Worked closely with other departments within the museum and promoted the museum at UF orientations.
- Organized a discount for a local competition with museum departments.

Rural Empowerment and Development Innovations

Social Media Intern • Gainesville, Florida • January – May 2016

Nonprofit organization committed to improve the standard of living in rural areas in Kenya.

- Collaborated with U.S.- and Kenya-based teams to develop social media campaigns.
- Increased audience participation on Facebook by 50 percent.
- Developed status reports for the board of directors, research teams in Kenya and the founder.

Phi Sigma Pi

Public Relations Chair • Gainesville, Florida • August 2015 – June 2016

Coed honor fraternity at the University of Florida.

- Created social media campaigns on Instagram and Facebook.
- Designed outreach promotional material such as fliers and shirts on InDesign and Photoshop.
- Doubled average fall and spring recruitment.

Habitat for Humanity of Greater Miami

Web Development Intern • Miami, Florida • June – August 2015

- Designed and published all 39 pages of the current website.
- Created an Instagram for the ReStore, a second-hand furniture and appliance store, and acquired 800 followers within a month.
- Wrote media releases for upcoming events and newsletters for the board of directors.

VOLUNTEER EXPERIENCE

Mindo Futures

Dental & Ophthalmology Assistant • Mindo, Ecuador • July 2015 & May 2016

Nonprofit organization that empowers communities through educational and health programs.

- Communicated technical information to a non-technical audience.
- Provided translation services.
- Assisted people with disabilities.
- Coordinated closely and supported the field team.

REFERENCES

KAITLIN GARDINER

Marketing Coordinator
Florida Museum
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352-273-2028

CATHY SALAZAR

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