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# Kristina St. Peter

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1940 NW 7th Place, Gainesville, FL 32603

## Objective

To obtain a full-time position as a public relations coordinator demonstrating my organizational, creative and interpersonal skills in a public relations agency.

## Education

### Bachelor of Science in Public Relations, August 2012

University of Florida, Gainesville, FL

Minor in Nonprofit Organization and Leadership

## Experience

### Public Relations Coordinator, Grade Spotter, February 2012-present

New York, NY

- Created press releases and media kits that were distributed to journalists
- Created relationships in order to make this app more than a product
- Help monitor and use social media sites to create a unique brand

### Public Relations Intern, Taste of HOME, August 2011-June 2012

Gainesville, FL

- Drafted up creative copy for the website and promotional material
- Maintained a relationship with current and prospective donors
- Maintained a budget sheet for event using Excel
- Event planning

### Webmaster Intern, HOME Magazine: Living in the Heart of Florida, August 2011-August 2012

Gainesville, FL

- Publishing and managing content using HTML/CSS and Joomla
- Work with HOME Magazine team to improve current site functionality
- Embed social media applications

### Public Relations Intern, Greenberg Communications, March 2011-August 2011

Gainesville, FL

- Pitched to local publications, reporters and photographers
- Created and distributed e-briefs, press releases and media kits
- Created new websites and logos for clients

### Public Relations Intern, Children Beyond Our Borders, May 2010-August 2010

Gainesville, FL

- Draft public relations material such as news releases, media kits, newsletters and memorandums
- Prepared and edited newsletter publication for both internal and external audiences
- Created and maintained a by-weekly video newsletter through YouTube
- Updated and maintained all social media outlets

## Skills

**Social Media:** Facebook, Myspace, Twitter, Flickr, Tumblr and YouTube

**Computer:** Microsoft Office, Adobe Photoshop, InDesign, Dreamweaver, Joomla, FileZilla, XHTML and CSS coding

**Language:** Spanish (conversational/basic)

## Involvement

Public Relations Chair, Gator Nonprofit Professionals, August 2011-2012, University of Florida

Member, Florida Public Relations Association: Gainesville Chapter, December 2011-August 2012

Member, National Society of Collegiate Scholars, August 2010-2012, University of Florida

Member, Public Relations Student Society of America 2009-2011, University of Florida

Member, Human Rights Awareness Club August 2009-2010, University of Florida