



# Rachel Nicole Hojnacki

**Education**     *University of Florida*     August 2012-May 2014     Gainesville, FL  
**Masters of Arts and Mass Communication, Public Relations**

*The Ohio State University*     September 2006-June 2010     Columbus, OH  
**Bachelor of Arts, Strategic Communications**

*The Umbra Institute*     Fall 2008     Perugia, Italy  
**Study Abroad Program**

**Professional Experience**     *United Way*     August 2013-December 2013     Gainesville, FL  
**Communications and Marketing Intern**

- Assisted in planning and implementing four outdoor events promoting United Way of North Central Florida and the city of Gainesville
- Prepared a bi-weekly newsletter
- Managed Social Media sites

*NASA*     June 2013-August 2013     Kennedy Space Center, FL  
**Student trainee, Public Affairs**

- Communicated the benefits of the United States space program to the public through news and information provided to news media
- Prepared internal communications and fact sheets
- Escorted media to press events

*Greenberg Communications*     October 2012-January 2013     Gainesville, FL  
**Associate/Intern**

- Worked directly with the client, Kara's HoPE, promoting their fundraiser
- Created press release

**Skills**     Proficient in Microsoft Office, Adobe Illustrator and Photoshop  
Basic understanding of HTML and CSS

**Activities**     **Leader of the Month: July 2013**     Launching Leaders     NASA KSC

- Organized meetings and volunteer opportunities for members

**Volunteer/Fundraiser Shadow**     Hippodrome Theatre     Gainesville, FL

**Public Relations Coordinator**     Alpha Gamma Delta     Ohio State

- Created recruitment brochures and informational video

*Online portfolio: <http://www.rachelhojnacki.com>*