

Rachel G. Munson

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EDUCATION

Florida Southern College, Lakeland, Florida

Summer 2011 - Spring 2012

GPA: 3.5/4.0

University of Florida, Gainesville, Florida

Dean's List - College of Liberal Arts & Sciences: Fall 2012

Summer 2012 - Fall 2012

GPA: 3.3/4.0

College of Journalism and Communications

Spring 2013 - Present

University of Florida Web Design and Online Communication Masters Program

Spring 2014 - Present

PROFESSIONAL EXPERIENCE

Advantage Publishing Inc., Gainesville, Florida

API is the umbrella for Business Magazine, Home Magazine and Parade of Homes

Design Intern, Summer 2014

Create proofs for clients, received feedback and took new approaches and directions in the ad work

Communicate with clients when advertisement revisions needed to be made

Iron Chef Taste of Gainesville, Gainesville, Florida

Taste Intern, Summer 2014

Preparation for auction included acquiring bid items, organizing event, communications with restaurants and chefs

Run silent auction raising over \$75,000 for three local charities

Follow up with winners of auction and sponsors who took part in the event

Spoon University, Gainesville, Florida

Writer, Spring 2014 – Present

Take direction from HQ in New York

Create food articles that relate to college students and young adults

Applebee's, Gainesville, Florida

Hostess, Summer 2012 – Fall 2013

Help train new employees

Assist in opening and closing restaurant

Create layout of the days appointments, reservations, and employee responsibilities

CAMPUS ACTIVITIES

University of Florida Advertising Society

Member, Spring 2013 - Present

AdWerks

University of Florida's full service, student-run advertising agency which does non-profit work for real clients.

Copywriter, Spring 2013 - present

American Marketing Association

Member, Spring 2013 - Present

International Medical Outreach

Member, Fall 2012 - Present
Social/PR Committee Chair, Spring 2013
Social/PR Committee Director, Fall 2013 - Present

AWARDS

Student Silver Addy Award - Advertising Federation of Gainesville

For high achievement in Consumer Integrated Campaigns
category featuring our AdWerks Client, M2 Battlesports
Awarded by American Advertising Awards

Copywriter, Spring 2014

Ad Dash Team Finalist - Advertising Society

Philanthropic event at UF connecting students with a local
nonprofit client in need of marketing assistance
Client: Jungle Friends Primate Sanctuary

Work: created marketing efforts to gain younger audience and generate volunteers

Copywriter, Spring 2014

MENTORSHIP & SERVICE SKILLS

CAMPgator

Mentor, Fall 2012

Mentored and tutored elementary students at The Boys and Girls Club of Alachua County

Specialized on interpersonal relationships and positive communication with others

Assisted with field trips for young students to University of Florida campus to promote the importance of attending college

English Language Institute (ELI) Conversation Program

Instructor, Spring 2013 - Present

Instruct foreign exchange students who are looking to improve their English

Spend time each week teaching students about the US culture

Assist with correcting and teaching the English language through interactive conversations and experiences

