

SAWYER CARLTON



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EDUCATION

University of Florida

Master of Arts in Mass Communications
specializing in Web Design and Online
Communications | Graduating May '21
Public Relations B.S. 2020 M.C.L.
Certificate of Graphic Design

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premier Pro
HTML / CSS
JavaScript / JQuery

HONORS

- 2nd place overall in national PRSSA Bateman Case Study Competition
- Member of Florida Blue Key
- UF Homecoming Leadership Pageant Nominee for Alpha Chi Omega

EXPERIENCE

Creative Coordinator and Webmaster

UF PRSSA: Bateman Team Competition

Gainesville, FL, USA | August 2019–May 2020

- Selected to be 1 of 5 students to represent the University of Florida in a national case study competition to develop and implement a public relations campaign for the 2020 Census
- Designed campaign materials including theme, website, posters, handouts, shirts, bookmarks, brochures, and digital graphics
- Researched client, target audiences, and public misconceptions to develop strategic partnerships, plan events and socially engage audiences to encourage Census participation and education

Sport Programs Communication Intern

University of Florida Recreational Sports

Gainesville, FL, USA | October 2019–March 2020

- Created content and provided coverage of 50 sport club teams through daily social media updates
- Filmed a series of videos highlighting different club sports and shared on social media
- Established campus and community relationships that promoted teams and content

Peer Leader | University of Florida

Gainesville, FL, USA | January 2019–January 2020

- Created a syllabus including transitional topics such as diversity, inclusion and mental health
- Served as a resource of support for 25-30 first-year students
- Organized student panels and coordinated group community service volunteering
- Facilitated deep class discussions, hosted 1-on-1 meetings and presented to class weekly

Creative Services Intern | MK Media

Melbourne, VIC, Australia | May 2019–July 2019

- Designed sales promotions via Google display banners, in-store signs, animated Facebook ads, website tiles, etc.
- Rebranded two companies and created style guides including templates for business cards, email signatures and presentations
- Developed creative materials ranging from catalogs, billboards, storefront panel displays, etc.

Student Assistant

University of Florida: Dean of Students Office

Gainesville, FL, USA | August 2018–October 2019

- Provided administrative support answering office calls and emails
- Designed promotional materials and completed various office projects including creating four unique 2019 Preview Workbooks for various guest populations
- Connected students and family members to different resources

Preview Staffer | University of Florida

Gainesville, FL, USA | May 2018–August 2018

- Oriented over 17,800 new students and family members to the University of Florida
- Served as a liaison between students and advisers to facilitate first-year academic transitions
- Assisted in logistics for over 30 large scale 2-day events hosting over 600 people per session

Graphic Design Intern | Advantage Publishing

Gainesville, FL, USA | January 2018–December 2018

- Designed over 30 unique print advertisements for wide clientele
- Earned the company over \$20,000 in published advertisements across three publications
- Worked with clients to evolve design ideas and capture branding

Graphic Design Intern

University of Florida: Center for European Studies

Gainesville, FL, USA | January 2018–May 2018

- Designed over 20 promotional materials of varying media including print and digital collateral
- Researched market prices resulting in cost savings for materials
- Introduced innovative office practices increasing operational efficiency and communication flow

Intern | Irving Publications

Gainesville, FL, USA | August 2017–December 2017

- Created content for Giggle and Wellness360 magazines
- Increased followers and web traffic by engaging on social media
- Managed over 20 giveaways and contests
- Published five articles ranging in topics from health to cultures

Promotions Assistant | Entercom Communications

Gainesville, FL, USA | June 2017 – October 2019

- Promoted radio stations 98.5 KTK & 97.3 WSKY at local events
- Oversaw more than 10 giveaways and contests
- Expanded the database of listeners by over 1,000 people

Office Manager | University of Florida: Florida Scholastic Press Association

Gainesville, FL, USA | October 2014–May 2020

- Organized 7 journalism conventions of over 2,000 students each year while overseeing a staff of 10 University of Florida students
- Create convention theme logos and promotional materials
- Collaborate with sponsors, advisers, students, and speakers
- Previously served as State Vice Chair and District Representative