

# TEDDI WOODSON



## EDUCATION

B.S. in Public Relations,  
2019, University of Florida

MAMC in Web Design &  
Online Communications,  
2020, University of Florida



## LOCATION

Clearwater, FL



## CONTACT

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## LINKEDIN

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teddiwoodsonprade/](https://www.linkedin.com/in/teddiwoodsonprade/)



## SKILLS

Microsoft Office Suite  
Event Planning  
Adobe Creative Suite  
HTML Coding  
CSS Coding  
Customer Service  
Leadership  
Organization

## EMPLOYMENT

### Waitress

The Original Crabby Bills, Indian Rocks Beach, FL

April '16 - Present

- Collaborated with other staff members to provide a cohesive & team-oriented atmosphere
- Communicated with customers to resolve complaints or ensure satisfaction
- Processed customer payments & made correct change
- Multi-tasked by seating guests as they arrived while also assisting already seated customers
- Worked with management in training new employees on restaurant protocol

## EXPERIENCE

### Marketing & Communications Intern

Center for Arts in Medicine, University of Florida

August '18 - October '18

- Created printed content to promote various programs and courses offered by the center
- Edited video material to be published on various social media platforms
- Optimized Hootsuite account for more effective use for the Center's goals & objectives
- Curated ways to gain more visibility for the center & its initiatives
- Assessed the current state of social media to content effectiveness in accordance to their brand & viewership

### Marketing & Communications Intern

FIS, St. Petersburg, FL

June '17 - August '17

- Gathered content for a division-wide, weekly news distribution for 15,000+ employees
- Wrote & edited newsletters covering internal changes, events & engagement opportunities
- Conducted research & analysis on competitor websites to be presented to executives
- Proposed recommendations for improvement on divisional blog site
- Identified potential publication opportunities in external media outlets for products & initiatives
- Composed 15+ nominations for various awards programs for products & employee recognition
- Planned site-wide promotional events to create awareness of various internal awards programs

### Vice President of Public Relations & Marketing

Alpha Chi Omega, University of Florida

December '16 - December '17

- Developed brand strategies and promotional plan for a chapter of 250+ women
- Managed social media platforms including Facebook, Twitter, Instagram, Tumblr and WordPress
- Created, maintained and published chapter calendar with key dates and mandatory events
- Promoted the chapter through various PR efforts consistent with the Alpha Chi Omega brand
- Updated rosters and administrative paperwork to be submitted to the national headquarters
- Communicated information to parents and alumnae members through email and newsletters
- Oversaw a budget of over \$1 million dollars on behalf of the organization

### Student Associate

Greenberg Communications, Gainesville, Florida

January '17 - April '17

- Consulted with clients to determine brand-appropriate content for social media posts
- Planned and managed content on both WordPress and Facebook sites
- Created and distributed monthly newsletters on behalf of clients using Constant Contact
- Collected contact lists of potential vendors or outreach opportunities with the help of other interns

## LEADERSHIP & INVOLVEMENT

### Lead Educator of Peer Leadership

New Student and Family Programs, University of Florida

September '18 - May '19

- Trained new Peer Leaders to build facilitation, critical thinking, problem-solving & decision-making skills
- Assisted in the planning & execution of a two-day retreat for 40+ student leaders
- Assessed Peer Leader performance inside & outside the classroom through various assignments and activities
- Planned & facilitated various First Year Florida events such as Peer Leader recruitment, banquet & conference

### First Year Florida Peer Leader

New Student & Family Programs, University of Florida

October '15 - December '18

- Educate a class of first-year students on transferable skills & various resources on campus
- Guide new students through the transition into their first semester of college
- Work with a co-instructor in lesson planning & collaborative projects
- Plan & facilitate a service project for 20+ students
- Hold meetings with students throughout their first semester to guide them during their transition