

VICTORIA FRENCH

PUBLIC RELATIONS

EXPERIENCE

Social Media Intern

August 2020 - Present

UF International Center, Gainesville, FL

- Introduced the use of LinkTree as a social media tool.
- Created content for Twitter, Facebook, LinkedIn, Instagram and Youtube.
- Scheduled social media posts and campaigns through HootSuite.
- Collaborated with communications staff to create socially and globally relevant social media campaigns.
- Designed graphics for social media posts.
- Gave recommendations for the study abroad fair social media marketing.

Student Ambassador

September 2020 - Present

UF Online, Gainesville, FL

- Initiated a welcoming and active community for UF Online students who are also military spouses.
- Wrote articles for the organization's blog.
- Created engaging content to drive student interaction on social media platforms and the UF Online Student Plaza.

Freelance Reporter

June 2020 - August 2020

The Gainesville Sun, Gainesville, FL

- Found and interviewed relevant sources.
- Wrote original stories based in the Gainesville community.
- Edited written stories before publication.
- Researched story ideas.
- Pitched articles.

Newsletter Editor

June 2019 - March 2020

TEDxUF, Gainesville, FL

- Drafted, revised, and published up to two newsletters monthly that overviewed upcoming events, 2020 conference speaker additions and updates.

Public Relations Intern

August 2018 - May 2019

Cade Museum for Creativity and Invention, Gainesville, FL

- Generated social media analytics.
- Created museum content on various social media platforms including Facebook, Twitter, and LinkedIn.
- Drafted weekly newsletters with an audience of 4,000+ people.

ORGANIZATIONS

- Public Interest Communications Student Association - President, 2021.
- UF PRSSA - Social media team member, 2020 - 2021.
- National Millennial Community - member, 2019 - 2021.
- Episcogators - Service Coordinator, 2019 - 2020.

SUMMARY

I am a detail-oriented communications student skilled at using multiple creative platforms to produce content. As a first-generation and online student with an international and public interest focus, I use my content creation and research skills to create strategic communications solutions.

CONTACT



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@torilfrench

EDUCATION

2018 - 2021

University of Florida

BS in public relations

Minor: Spanish

GPA: 3.82

International Scholar

SKILLSET

- Spanish language
- Canva
- SEO
- Mailchimp
- Content Marketing
- Social media analytics
- Strategic communication
- Research
- AP style writing

CERTIFICATIONS

- Hootsuite Platform
- Hootsuite Social Marketing
- Google Analytics Individual Qualification

VOLUNTEERING

- UF English Language Institute - Conversation Partner