

## EDUCATION

### University of North Florida

Bachelor's of Science in Communications

### Florida Dept. of Elder Affairs

Certified SHINE Counselor

Certified SHINE Presenter

### PoynterInstitute&ACES

Certificate in Copy Editing

## MEMBERSHIPS

- American Copy Editing Society
- Public Relations Society of America

## SKILLS

- Communication and interpersonal skills
- Networking and building strong connections in the community
- Creating digital content tailored to the appropriate target audience
- Inclusion and teamwork
- Time management
- Complex problem solving
- Working well independently

## TOOLS

- Canva Pro
- Constant Contact
- Google Analytics
- Hootsuite
- Muck Rack
- HubSpot
- Top social media platforms
- Microsoft 360
- Adobe Creative Cloud

## PROFESSIONAL EXPERIENCE

### ElderSource

SHINE/SMP Specialist

April 2025 - Present

This was a promotion from my previous role at ElderSource.

- Creating engaging material to educate beneficiaries and caregivers, or to promote SHINE events
- Delivering engaging presentation, both in person and virtually
- Building rapport with organizations, senior centers and members of the community, as well as SHINE volunteers
- Level II Background Check

Communications Specialist - Caregiver Coalition

May 2024 - April 2025

- Managing the Caregiver Coalition of Northeast Florida's social media, website and digital newsletter
- Event planning
- Organizing and attending community outreach events, as well as disaster relief efforts
- Reaching out to members of the community to establish new working relationships between organizations with similar goals

### Genplant On-Site Energy

Digital Media Associate

June 2022 - January 2023

- Communicating with executives and stakeholders to achieve desired media branding
- Producing digital content for internal and external communications

### Dalton Agency

Public Relations Intern

August 2021 - December 2021

- Working in a fast-paced agency to quickly turn out written work, research and media lists
- Effectively managing several projects to effectively meet deadlines
- Writing email pitches to local and regional journalists