

ILANA HILL

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EDUCATION

University of Florida, College of Journalism and Communications
Bachelor of Science in Public Relations
GPA: 3.60/4.00

May 2022
Gainesville, FL

WORK EXPERIENCE

Home from College

Campus Team Member

- Conducted research on market needs; supported in creation of marketing assets
- Shared insights on product development and experience; attended weekly team meetings

October 2021 – Present
Gainesville, FL

Keep Alachua County Beautiful

Public Relations Intern

- Prepared promotional materials; researched and wrote reports on available grant opportunities
- Created content and wrote copy for social media accounts and newsletters
- Created press releases to increase awareness and volunteers for the program

August 2020 – January 2021
Gainesville, FL

Menzer & Hill, P.A.

Intern at law firm

- Organized and took stock of files to make them more efficient and accessible
- Assisted employees with their needs while also communicating with past and present clients

June – August 2019
Boca Raton, FL

Bolay

Guest Services (Server Fast-Casual)

- Provided table service to customers in the dining area and kept the place neat and clean while extending hospitality and attentiveness; demonstrated problem-solving with customers
- Prepared orders and worked as a cashier while providing friendly and speedy customer service
- Executed the ability to effectively multi-task in a fast-paced environment while making sure customers were taken care of quickly and efficiently

January – August 2017
Boca Raton, FL

EXTRACURRICULAR EXPERIENCE

Strike Magazine at UF

Member, Social Media Assistant

- Created a social media strategy to target and grow our audience and increase engagement
- Wrote copy and created fashion and lifestyle content to increase online media presence
- Collaborated with PR and Marketing to create social media campaigns

September 2019 – Present
Gainesville, FL

Public Relations Student Society of America at UF

Member

- Learned about the professional world of public relations and networked with public relations professionals
- Participated in professional development workshops to improve public relations skills

September 2019 – Present
Gainesville, FL

Florida Museum ButterflyFest

Volunteer

- Assisted visitors and spoke publicly about the event
- Informed visitors about backyard wildlife to increase awareness about the Florida Museum
- Documented visitor traffic for Florida Museum in spread sheet

October 2018
Gainesville, FL

HONORS AND SKILLS

HubSpot Academy Social Media Marketing Certification

Hootsuite Social Marketing Certification

Hootsuite Platform Certification

PR Council Agency-Ready Certificate

SolidWorks Certified Associate in Mechanical Design by Dassault Systemes

Canon Future Author's Workshop – Published Author

Adobe Certified Associate in Visual Communications Using Adobe Photoshop CS6

September 2021

February 2021

January 2021

August 2020

March 2019

June 2015

May 2014