

ALYSSA LEVIN

CONTACT

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 Alyssa Levin  1635 Orchid Bend
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 <https://www.alyssalevin.com/>

EDUCATION

University of Florida

JUNE 2016 - MAY 2020

Graduated with a Bachelor of Science
in Public Relations with a minor in Event
Management

SERVICE AND LEADERSHIP

Alpha Epsilon Phi, Vice President of Operations

JANUARY 2018 - DECEMBER 2018 | GAINESVILLE, FL

- In charge of internal communication for a chapter that consisted of over 200 girls
- Served as the chapter's secretary, lead meetings and ensured there were minutes after every chapter
- Acted as the liaison between the chapter and the University, keeping both ends informed and up to date

Dance Marathon at UF, Sponsorship Captain

SEPTEMBER 2017 - APRIL 2018 | GAINESVILLE, FL

- Worked in a small group to contact and maintain good relationships with the businesses that sponsor the 26.2-hour event where more than 800 students stay awake and on their feet to raise awareness and money for the network
- Raised over \$700 to help the Children's Miracle Network provide hospital and research equipment at UF Health Shands Children Hospital

SKILLS

Spanish Language (conversational), AP Style, Adobe Photoshop, Social Media Engagement, Adobe InDesign, Social Media Analytics, Cision, Meltwater, Google Drive, Microsoft Office

EXPERIENCE

O'Connell & Goldberg, Account Coordinator

AUGUST 2020 - PRESENT | HOLLYWOOD, FL

- Monitored and compiled media coverage
- Crafted and analyzed social media content for Facebook, Twitter and Instagram
- Created and distributed press releases to media outlets
- Researched different influencers to partner with to promote the company's clients
- Sourced different media opportunities

Universal Orlando Resort, Public Relations Intern

MAY 2019 - AUGUST 2019 | ORLANDO, FL

- Helped organize and operate the July 2019 press conference announcing Universal Orlando Resort's fourth theme park
- Organized and helped operate the media event for the Hagrid's Magical Creatures Motorbike Adventure attraction opening
- Worked with international talent to promote the attraction opening
- Coordinated with media outlets and helped guide them through the park
- Created and edited press releases and blog posts

University of Florida, Communications Intern

JANUARY 2019 - MAY 2019 | GAINESVILLE, FL

- Crafted feature stories that highlighted the UF campus, the students and the faculty
- Handled media inquiries
- Generated creative social media campaigns

BoardroomPR, Public Relations Intern

MAY 2018 - JULY 2018 | PLANTATION, FL

- Wrote and edited press releases and blog posts
- Crafted social media content for Facebook, Twitter and Instagram
- Researched cultural moments, trends and opportunities for clients to engage

UF Hillel, Public Relations Intern

SEPTEMBER 2017 - MAY 2018 | GAINESVILLE, FL

- Worked with the public relations director to write press releases that highlighted the Jewish community on campus

Make-A-Wish, Program Services Intern

JUNE 2017 - JULY 2017 | HOLLYWOOD, FL

- Worked with Adobe Photoshop to put together itineraries for wish families
- Communicated with corporate partners to thank them for their help and maintain good relations