

Alessandra Paul-Forton

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EDUCATION

Bachelor of Science in Advertising, Certificate in Artificial Intelligence

January 2024 - May 2026

University of Florida, College of Journalism and Communications

GPA: 3.9

EXPERIENCE

Vice President of Internal Relations

May 2024 - Current

Advertising Society at University of Florida

- Led a team of 10 directors in the Internal Relations Department to fulfill the organization's graphic design, production, copywriting, editing, and social media tasks.
- Increased member engagement by 13% by gaining over 200 followers on our social media platform from implementing the new branding campaign.
- Directed promotional efforts and social media strategy resulting in 81.9K profile views and 1.8k interactions from achieved 22 posts, 159 stories, and 1 reel, expanding our digital presence and community reach.

Branding Director

May 2024 - December 2024

Advertising Society at University of Florida

- Conducted and analyzed quantitative/qualitative research within the organization to develop a rebranding campaign for the Advertising Society's media platforms.
- Led the development of brand strategies that resulted in a 40% increase of membership retention within the organization.
- Established brand guidelines for consistency across all communication touchpoints.

Marketing Campaign Strategist

January 2025 - Current

Rowdy Magazine

- Assisted the magazine's launch by creating the campaign concept, theme, event planning, venue selection, décor, and merchandise strategies to ensure a successful volume release.
- Executed strategic marketing efforts that included promotions, consumer engagement, and brand personality while collaborating with editorial and design departments.

Strategist

January 2025 - Current

Elevate Agency at University of Florida

- Conducted research and data regarding the client's brief with the use of MRI Simmons and Talkwalker.
- Analyzed research findings about the client, the competitors, the industry, the consumers, and the target market.
- Turned research findings into insights to fuel the creative vision of the project.

Event Staff

August 2024 - Current

University of Florida Stephen C. O'Connell Center

- Gained customer service skills by assisting patrons by answering questions or helping them to their seats, scanning tickets, and maintaining a friendly and positive attitude throughout the crew.
- Assisted the facilitation of the setup and breakdown of events, as well as helping maintain cleanliness during events.

SKILLS AND CERTIFICATIONS

Skills: English, Spanish, Portuguese, Market & Audience Research, Advertising & Marketing Strategy, Primary & Secondary Research, Content Marketing, Native Advertising Strategy, Social Media Management, Leadership, Copywriting, Graphic Design, Teamwork.

Certifications: Associate of Arts in Mass Communications from Broward College, Ad Dash 2024 Competition Winner, Diploma in Training Program for Integrated Office, Outstanding Leader Student Award, Google Education Award Speaker, Certificate in Portuguese Language Program, Certificate in Development of Mobile Apps iOS- SWIFT.

Software: MRI Simmons, Statista, Gale Communications, Advertising Age, Canva, Office 365 Suite, Adobe Suite.