

# SAMANTHA LEON

## EDUCATION

### Master of Arts in Mass Communication

University of Florida, Gainesville, Florida

*Specialization: Public Relations*

April 2022

- GPA: 4.0/4.0

- Relevant Coursework: Copywriting for Digital Messaging, Social Media Community Management, Strategy and Messaging, Art and Science of Storytelling, Strategic Writing for Public Relations, Digital Political Campaigning

### Bachelor of Science in Public Relations

University of Florida, Gainesville, Florida

*Outside Concentration: Psychology*

December 2019

- GPA: 4.0/4.0

### Associate of Arts in Journalism

Santa Fe College, Gainesville, Florida

August 2017

- GPA: 3.9/4.0

### Awards

2019-2020 Dean's Cup for Scholarship Award,

University of Florida

2019-2020 Outstanding Public Relations Scholar Award,

University of Florida

### Certificates

International Communication, University of Florida;

Marketing Management, University of Southern

California; Hootsuite Platform, Hootsuite; and Mobile

Marketing, Lynda

## EXPERIENCE

### Public Relations Intern

September 2019 – December 2019

UF International Center, Office for Global Research Engagement

- Created social media strategies and produced content for the office's LinkedIn and Facebook accounts
- Promoted the Fulbright program through social media, email, internal newsletters, UF marquees and The Alligator
- Facilitated new faculty outreach by developing content for email newsletters
- Assisted in event coordination by designing flyers, setting up, welcoming speakers and following up with attendees

### Communications Assistant

January 2019 – April 2019

UF Department of Health Outcomes and Biomedical Informatics/Institute for Child Health Policy

- Wrote announcements for lay audiences about department research, students, events and publications
- Interviewed department faculty members and local residents to develop stories for feature articles
- Edited newsletters, proposals, graphics copy and WordPress website content

## PROFESSIONAL DEVELOPMENT

**Member** | Golden Key International Honour Society, Gainesville, Florida

March 2018 – December 2019

**Volunteer** | Helping Hands Pet Rescue, Gainesville, Florida

March 2018 – June 2018

**Member** | Public Relations Student Society of America, Gainesville, Florida

September 2017 – December 2019

## SKILLS

- In-depth knowledge of social media platforms: Facebook, Instagram, Twitter and YouTube
- Proficient with Microsoft Office and G Suite
- Proficient with AP style