

ARIANNA BAQUERIZO

CONTACT

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ariannabaquerizo.com

EDUCATION

UNIVERSITY OF FLORIDA

2020
Bachelor of Science in Public
Relations, *Summa Cum Laude*
Event Management Minor

2022
Master of Arts in Mass
Communication – Digital Strategy

Study Abroad 2018 Florence, Italy

- Travel Reporting
- Leadership

TECHNICAL SKILLS

- Spanish (native)
- AP Style
- Sprout Social
- Hootsuite
- Google Analytics
- Facebook, Instagram, Twitter Advertising
- Adobe (InDesign, Lightroom, Premiere Pro)
- Constant Contact
- Squarespace
- Canva
- Google Suite


RELEVANT SKILLS

- Social Media Management, Planning
- Influencer Outreach/Marketing
- Community Management
- Photo Editing
- Event Planning
- News/Blog Writing

SOCIAL

 [ariannabaquerizo](#)

 [ariannabaq](#)

 [ariannabaq1](#)

PROFESSIONAL EXPERIENCE

RLM Public Relations MARKETING ASSISTANT/INFLUENCER SPECIALIST

New York, NY
July 2020 - January 2021

- Assisted the digital team with social media strategy, content creation, research, and social media/ad metrics reporting for seven clients within the CBD wellness industry and other emerging sectors.
- Managed all influencer outreach and marketing for a variety of CBD wellness clients to increase brand awareness through meaningful, strategic influencer partnerships.
- Rebranded social media pages and strategy for CBD beauty and wellness brands [Halogenix Beauty](#) and [Taos Wellness](#) to better align with their target audiences, and created monthly content calendars featuring copy, themes and curated images.

Victoria's Secret Pink CONCEPT DESIGN INTERN

New York, NY
May 2019 - August 2019

- Supported Pink's concept design team through creating weekly shopping guides and campus trend reports on InDesign, gathering inspiration from social media and trend forecasting publications, and developing a final presentation on social media's influence on trend emergence.
- Organized samples, prepped the Pink showroom and mannequins for design department presentations and pinned presentation boards for design conceptualization and demonstrations.

PINK CAMPUS REPRESENTATIVE

Gainesville, FL
July 2018 - May 2020

- Promoted the Pink brand by hosting themed events and giveaways on campus and creating engaging evergreen and campaign-focused content for [@floridavspink](#) social media platforms with a combined reach of 13,300.
- Helped bring Teen Vogue and PINK together on campus for a VIP "Girl Power Panel" where 50 students engaged with professionals from both brands on women empowerment, career building and personal branding.

Sass n Style Fashion Styling FREELANCE DIGITAL ASSISTANT

New York, NY
March 2020 - Present

- Assist NYC Fashion Stylist Amy Salinger to develop her personal brand, Sass n Style, through creating weekly social media and newsletter content on Constant Contact, with a reach of 2,700.
- Design graphics through Canva for all Sass n Style platforms and splice video footage featuring themed fashion tips for #CommunityClosetChallenge Instagram live campaign.

College Fashionista/Her Campus COMMUNITY MEMBER

Remote
August 2017 - Present

- Selected from an international community of college students passionate for fashion, beauty and lifestyle media for social content partnerships with VS Pink, Steve Madden, Pandora Jewelry, Clarins, Kate Somerville Skincare, Soap and Glory and CYO Cosmetics resulting in a combined reach of more than 27,000.

The Agency at UF SHARED MEDIA MANAGER

Gainesville, FL
April 2018 - May 2020

- Led a team of seven students to strategize and create original content and copy for our [Instagram](#) with a reach of 1,460 to keep students, staff and potential clients engaged.
- Helped develop and launch a local ambassador program for client Tommy Hilfiger to elevate the presence of its local concept store, and tracked ambassador content analytics
- Created content calendars for client Orangetheory Fitness to rebrand their social media presence and capture the UF student target audience through strategic copy.

GatorWell Health Promotion Services MARKETING ASSISTANT

Gainesville, FL
August 2018 - March 2020

- Helped manage and create multimedia health and wellness content for [social media](#) platforms with a combined reach of 7,081, to provide students with information relevant to their college experience.
- Strategized on-campus and social media campaigns targeted at supporting student success by educating on health and wellness topics such as time management, sleep, fitness and nutrition.

RECOGNITIONS AND AFFILIATIONS

- Top 10 Outstanding Universities in the Pink Campus Rep Program, Fall 2018 and Fall 2019
- PR Council's Agency-Ready Certificate Recipient
- Bright Futures Academic Scholar
- Gerald and Elaine L. Gibson Scholarship Recipient through the UF Knight Division