



ARIANNA BAQUERIZO

CONTACT

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EDUCATION

UNIVERSITY OF FLORIDA

2020

Bachelor of Science in
Public Relations, Minor
in Event Management

2021

Master of Arts in
Mass Communication
Digital Strategy

SKILLS

Languages: Spanish
(fluent)

Programs: Sprout Social,
Hootsuite, Adobe
InDesign, Canva, Final Cut
Pro, iMovie, MS Office,
Google Suite

SOCIAL

facebook.com/
ariannabaq

ariannabaq

ariannabaq1

EXPERIENCE

Concept Design Intern

Victoria's Secret Pink | May 2019 - August 2019

New York, NY

- Supported Pink's concept design team through creating 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/trend demonstrations.

PINK Campus Representative

Victoria's Secret Pink | July 2018 - Present

Gainesville, FL

- Promote the Pink brand by hosting events and giveaways on campus and creating engaging 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 on women empowerment, career building, and personal branding.

Shared Media Manager

The Agency at UF | April 2018 - Present

Gainesville, FL

- Lead a team of seven students to strategize and create original content and copy for Instagram to keep students, staff and potential clients/new members engaged.
- Helped launch a local ambassador program for client Tommy Hilfiger to elevate the presence of its concept store in Gainesville, and tracked ambassador content insights and engagement.
- Created content calendars for client Orangetheory Fitness Gainesville to rebrand their social media presence and capture their UF student target audience through strategic copy.

Universal Pictures Campus Marketing Representative

Universal Pictures | Aug 2018 - Present

Gainesville, FL

- Manage the sole promotion for exclusive advanced screenings of Universal Pictures films at a local theater by securing local media mentions and presenting to campus organizations.
- Generate interest in Universal Pictures media among the UF community by promoting upcoming TV show premieres, TV specials, and films through on-campus promotions and social media.

GatorWell Marketing Assistant

GatorWell Health Promotion Services | Aug 2018 - Present

Gainesville, FL

- Help manage and create health and wellness content for social media platforms with a combined reach of 6,686, to provide students with information relevant to their college experience.
- Strategize 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 healthy eating.

Vera Bradley Campus Ambassador

Riddle and Bloom | Sept 2016 - Present

Gainesville, FL

- Took over the official Vera Bradley Snapchat to demonstrate how students style Vera products for game day and helped the brand run a large-scale event welcoming freshmen by giving away product.
- Promote product on a weekly basis through Instagram, giveaways, interactive tabling events, and developing partnerships with campus organizations to grow Vera Bradley's on-campus presence.

Travel Public Relations Intern

Diamond Public Relations | June 2018 - Aug 2018

Miami, FL

- Assisted account executives in gathering clips, writing memos and blurbs, creating monthly and quarterly reports, and conducting research for 35 clients in the hotel and tourism industry.

Brand Partnerships Program

CollegeFashionista | Feb 2018 - Present

Gainesville, FL

- Selected from an international community of college students passionate for fashion, beauty and lifestyle media for social content partnerships with VS Pink, Pandora Jewelry, Clarins, Kate Somerville Skincare, Soap and Glory, and CYO Cosmetics.

VOLUNTEER

Art Fest Director

Hispanic Student Association | Feb 2018 - Sept 2018

Gainesville, FL

- Directed an art show as part of the largest student-led Hispanic Heritage Month celebration in the nation, by curating exhibitions, creating promotional content, and arranging activities.
- Managed a \$3,700 budget to contract entertainment, decorate a courtyard venue, secure equipment rentals, create a photobooth and assemble party favors for 200+ attendees.