

## CONTACT

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## EDUCATION

**University of Florida** - Gainesville, FL  
B.S Public Relations  
Minor in Event Management  
Certificate in International Communications  
Magna Cum Laude - 2021 Grad

**Boston University** - Boston, MA  
M.S Public Relations

**University of Valencia** - Valencia, Spain  
Study Abroad

## SKILLS

Native in Spanish (speaking, reading, writing)  
AP Writing  
Adobe Suite  
Microsoft Office  
Canva  
WordPress  
Hootsuite  
Qualtrics XM  
LexisNexis  
Cision Media Contact Database  
Google Analytics

## AWARDS

Bright Futures Academic Scholars Award  
Benjamin A. Gilman Scholarship Recipient  
Silver Knight Scholarship Nominee for Digital  
and Interactive Media

## CERTIFICATES

Hootsuite Platform Certification  
FEMA Special Events Contingency Planning  
for Public Safety Agencies  
Google Analytics Certification  
LinkedIn Mobile Marketing Certification

## ACADEMIC INVOLVEMENT

PRSSA Member  
International Scholar  
Hispanic Student Association

# ANDREA MERINO

## PROFESSIONAL EXPERIENCE

**Boston University' College of Communication Writing Center** Boston, MA  
**Writing Fellowship**  
January 2022 - Present

- Evaluated student work and provided feedback regarding format, grammar, style and answered student inquiries regarding writing assignments

**Boston University PR Lab** Boston, MA  
**Account Executive**  
January 2022 - Present

- Client: Call to Action Clothing (Sustainable Swimwear Brand)
- Developed an extensive PR plan for the client which included research, content creation, scheduling and organization, earned media, influencer marketing strategies and event production
- Conduct media pitching from a variety of angles
- Created an Instagram roll-out plan for the brand launch

**CURA Strategies** Washington D.C.  
**Summer Intern**  
March 2021 - September 2021

- Developed media reports, pitches, newsletters, press releases, client presentations and other media-related work for non-profit and health organizations
- Produced social posts for internal and client use - which included written copy, animated graphics and scheduling through Hootsuite
- Created digital graphics for client branding and asset development

**On Location Tours** New York City, NY  
**Public Relations and Marketing Intern**  
September 2020 - January 2021

- Conducted research for marketing projects related to current trends and the entertainment industry
- Produced digital content for the company's website and social media platforms which increased the overall follower account by 15%
- Utilized Cision to create contact lists and curated media lists
- Communicated directly with various businesses across the country for in-person and virtual projects
- Completed this internship virtually, reinforcing my virtual interpersonal skills and use of online workspaces

**Gnazzo Group** Miami, FL  
**Marketing and Public Relations Intern**  
May 2020 - August 2020

- Produced content in various formats such as press releases, clippings, and social media postings
- Developed 25 target media lists and performed market research and analysis using Cision
- Executed daily research tasks and introduced creative strategies to enhance client performance
- Adapted to new business model due to COVID-19 regulations

**University of Florida College of Education** Gainesville, FL  
**Event and Office Assistant**  
May 2019 - August 2020

- Assigned to a four-person team in the College of Education Advancement office at the University of Florida
- Planned and organized alumni events, groundbreakings, graduations, and meetings with attendance rates of 100+
- Handled pre-event planning involving curating guest lists, designing invitations, arranging gift bags, and contacting vendors