

J | K

CONTACT

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EDUCATION

Bachelor's Degree in Writing and Rhetoric

University of Central Florida
Orlando, FL | 2015

Minor in Mass Communication

University of Central Florida
Orlando, FL | 2015

EXPERTISE

APR Student Certification
Adobe Photoshop Certified

Blogging

Content Creation

Team Leadership

Mail Chimp

Market Research

Media Relations

Networking

Proofreading and Editing

Professional Development

Public Speaking

Social Media Advertising

Tracking Analytics

Writing for Several Audiences

LEADERSHIP

FPRA Orlando Area Chapter Board Member

August 2016 - Present

Quotes, the PR Club at UCF

Director of Communication | 2014
President

April 2015 – December 2015

Zeta Phi Eta – Professional Communications Fraternity

Founding Father

January | 2015

JACQUELINE KOOSER

DEDICATED WRITER | CREATIVE COMMUNICATOR | PASSIONATE STORY TELLER

Focusing on enhancing and sharpening my skill set by creatively and critically communicating the mission and happenings of my organization through digital media, traditional media, and targeted communication outreach.

EXPERIENCE

Public Education Coordinator / Public Relations Specialist at TransLife at Florida Hospital (Orlando, FL) December 2016 – Present

- Manage and implement content strategy plans for all social media channels while presenting new strategic ideas to public relations manager for increased social media exposure and success
- Maintain positive working relationships with targeted audiences such as donor families and recipients, volunteers, high school and college students
- Work alongside public relations manager in implementing strategic plans in order to meet internal and external goals
- Assist in managing volunteer program which involves volunteer training, event coordination, and monthly newsletter preparation
- Participates in planning special events educate the 3.8 million people in our 10 county service area about organ and tissue donation
- Assists in digital communication collaboration on the state level in order to enhance social media engagement and awareness

Social Media Coordinator at Evök Advertising (Lake Mary, FL) April 2016 – December 2016

- Managed 10+ clients social media platforms daily, ranging from social media advertising, content strategy, and measuring analytics in order to reach business goals and KPI's
- Reported monthly on social media success and areas of improvement
- Worked directly with social media team and account executives to write effective content strategy plans and social media proposals that enhanced brand recognition for clients
- Researched social media management tools that could enhance the agency's expertise when pitching to new clients

Graduate Media Relations Intern at Dix & Eaton – Public Relations Firm (Cleveland, OH) January 2016 – April 2016

- Act as an Assistant Account Executive while carrying out research for creative public relations and social media campaigns for a variety of clients ranging from B2B, B2C, non-profit orgs, healthcare providers, and more
- Day to day tasks focused on content strategy, digital marketing and social media management
- Focused on enhancing media relations skills within a fast paced atmosphere

Internship Experience – The University of Central Florida 2012-2015

- Marketing Intern at United Arts of Central Florida (Fall 2014)
- Public Relations Intern at Costa Communications Group (Spring 2015)
- Content Writing Intern at KAPTIV Marketing (Summer 2015)
- Public Relations and Social Media Intern at OrlandoIX (Summer 2015)
- Public Relations and Content Writing Intern at New York Fashion Week (Fall 2015)