FLORRIE EDDIE

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Orlando, Florida (Open to Relocation)

PUBLIC RELATIONS AND COMMUNICATIONS ANALYST

Public Relations & Communications Analyst Summary

- Dedicated and creative new professional with an eye for detail, poised to excel in the communications field. Proven track record as a social media innovator, gaining loyal followers and building brands to boost company profits.
- Strategic communicator who successfully pitched stories and ideas to bloggers and journalists. Confident public speaker spurring others to action. Impeccable organizer for high-profile events. Publisher of articles circulated to 40K+ students within the campus community through social media tools.

Professional Experience

Fashion Public Relations Intern August 20xx – July 20xx
Beverly Shaw Image Consulting Agency, Orlando, FL

- Selected out of 3 interns to deliver styling advice as part of a high-profile event for 450 socialites. Won first position.
- Sought out new business opportunities and partnerships for fashion consultancy, re-engaging with the audience after a 1-year gap, bringing back 79 clients.
- Researched, targeted, and identified 124 local events and drafted and disseminated proposal letters to introduce services, winning 63 customers.
- Developed promotional campaigns, pitch sheets, and press kits using InDesign with the winner's final ads.

Public Relations Chair September 20xx – April 20xx
Delta Sorority, Orlando, FL

- Planned a community service mentoring event for 6 junior high schools in Orlando, refocusing youths on new dreams.
- Established local chapter presence of a national service-based organization with 50K+ members.
- Managed social media presence (Facebook, X) and increased website analytics by 60% from the prior year.
- Led publicity, organized 10 donation events, and coordinated a charity clothing drive collecting 300 apparel items in just 3 days.

Public Relations Intern March 20xx – August 20xx
Key Bright Communications, Washington, D.C.

- Pitched a branded Look Book, an idea that increased sales within 30 days of implementation.
- Drafted press releases, wrote media pitches, developed communication strategies, and authored web content for 8 clients as part of the virtual internship.
- Built trust with the CEO and audience, increasing social media presence by 365 followers within 5 months.
- Diagrammed and sketched website wireframes during the business rebranding process.

Education

BA in Communication, Public Relations Concentration September 20xx – September 20xx
Sunshine College, Orlando, FL

- Dean's List - Member of the Public Relations Society of America

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Skills

Blogging ● ● ● ● ●
AP Style ● ● ●
Email marketing ● ● ● ●
Editing ● ● ●
Social Media Marketing ● ● ● ●
Photoshop & InDesign ● ● ● ●

Interests

• Visiting Tourism Sites (Elegushi Beach, Burj Khalifa)
• Listening to Music (Falz, Olamide, Jon Bellion, J Cole, Kanye West)
• Sports (Liverpool FC)
• Delicacies (hot-sauced food, unripe plantain porridge, tina & paste bakes).