



Contact

Phone

513-346-8946

Email

bellagonzalezsocial@gmail.com

Portfolio

www.bgonzalezsocial.com

Location

Tampa, FL

Education

B.A. in Advertising & Public Relations

The University of Tampa

Dec. 2023

Certifications

- Muck Rack Fundamentals of Media Relations Certification
- Hootsuite Platform Certification

Skills

- Media Trends Forecasting
- Strategic Planning to meet KPI
- Copywriting
- Video and Photo Editing
- SEO Knowledge
- Data Analysis
- Adobe CC
- A.P. Style Media Writing
- Multitasking
- Time Management

Language

English

Conversational Spanish

Bella Gonzalez

Social Media Coordinator

A passionate content creator who connects with consumers through strategic Social Media Marketing and Analytics. Hardworking team member and leader.

Experience

● Social Media Intern

University of Tampa Office of Graduate and Continuing Studies | Tampa, FL

September 2023-Present

- Created Engaging content for UT Office of Graduating and Continuing Studies on LinkedIn.
- The goal was to attract potential graduate students to the University of Tampa.

● Marketing Intern

Bright Path Labs | Kannapolis, NC *Remote*

June 2021-Present

- Created informative social media posts that aligned with brand guidelines.
- Elevated Brand Awareness and consistency through social media.
- Gathered and analyzed KPIs to determine social media strategy.

Project Experience

● University of Tampa Office of Campus Recreation

Consulted with the Office of Campus Recreation for utilizing social media to connect with UT students.

● "Mercy Full Project"

Created press releases (written, video, and audio), media kits, and media lists for Mercy Full Project, a Tampa Bay Non-Profit, with a team of PR professionals.

Additional Work Experience

● Dishwasher and Host

Cooking With Caitlin | Cincinnati, OH | May 2018-March 2020

Worked to clean and provide dishes to staff promptly. Created a positive environment by welcoming each guest with kindness.

● Camp Counselor

Wyoming Recreation Center | Cincinnati, OH | June 2016-July 2018

Organized entertaining activities and established safe environments for campers.

Worked on local events to ensure events ran accordingly.

Expertise

- Social Media Strategy
- Graphic Design (Adobe CC & Canva)
- Video and Photo Editing (Adobe Premiere and Lightroom)
- Copywriting
- Market Research (Quantitative and Qualitative)
- Copywriting for Social Media and Advertising