

# Sarah Avery

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## EDUCATION

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### University of South Florida

*Bachelor of Arts, Mass Communications*  
GPA: 3.73/4.00

Tampa, FL  
Degree Concentration: Public Relations  
Graduated Magna Cum Laude

## EXPERIENCE

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### Freelance communications

*Self-Employed*

December 2014 - Present

- Developing a marketing plan for a local business that is projected to generate revenue by 50% during slow seasons
- Implementing social media calendar for a nonprofit that will increase community engagement by 30%
- Crafting well-researched media pitches and blog posts to increase positive publicity for clients

### Florida Hospital

*Healthcare & Sports Marketing Intern*

Tampa, FL  
October 2014 – December 2014

- Assisted Director of Media Relations with written deliverables and creating brochures with consistent messaging
- Conducted research and writing on campaign segments, videos and any paid media segments or marketing projects
  - Reference: Jennifer McVan, Director of Media Relations – [Jennifer.McVan@ahss.org](mailto:Jennifer.McVan@ahss.org)

### JoTo PR

*Assistant Writer*

Clearwater, FL  
May 2014 – August 2014

- Researched news, angles and sources to place data in inverted pyramid form for well-written press releases
- Worked closely with media relations specialist to craft effective pitches for diverse news sources
  - Reference: Karla Jo Helms, CEO – [kj@jotopr.com](mailto:kj@jotopr.com)

### Raymond James Financial, Inc.

*Marketing Generalist Intern*

St. Petersburg, FL  
January 2014 – May 2014

- Created social media profiles for financial advisors and provide training on best practices
- Gathered research on recent advisor recruits and develop news release drafts
- Facilitated research findings on department demographics for employee newsletter segment
  - Reference: Emily Roberts, Marketing Generalist – [Emily.K.Roberts@RaymondJames.com](mailto:Emily.K.Roberts@RaymondJames.com)

### The Yogurt Spot

*Marketing Intern*

Temple Terrace, FL  
September 2013 – December 2013

- Planned and promoted a themed event that attracted 200 people to the store in one night
- Initiated involvement at heavily-attended student events to promote brand to local audiences
  - Reference: Adam Hemmen, Store Owner – [adam.hemmen@theyogurtspotusa.com](mailto:adam.hemmen@theyogurtspotusa.com)

### Florida Diversity Council

*Intern*

Tampa, FL  
December 2011 – December 2013

- Managed social media for senior managers and made strategic connections with potential event speakers
- Reported on and compiled information related to community diversity events for quarterly newsletter
  - Reference: Sofia Reed, Regional Manager – [Sofia.Reed@NationalDiversityCouncil.org](mailto:Sofia.Reed@NationalDiversityCouncil.org)

### Tampa Bay Water

*Public Affairs Intern*

Clearwater, FL  
May 2013 – August 2013

- Produced draft copy and outlined visual communication templates for monthly employee newsletters
- Composed and drafted content for internal branding and media policy structures
  - Reference: Brandon Moore, Public Affairs Manager – [bmoore@tampabaywater.org](mailto:bmoore@tampabaywater.org)

## LEADERSHIP

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### Public Relations Student Society of America

*President*

January 2014 – December 2014

- Initiate launch of USF's first student-run public relations firm by solidifying several organizations as firm clients
- Oversaw a board of 10+ students, and increased student membership by 200% within one year
  - Reference: Kevin Hawley, Faculty Advisor & Professor – [kevinhawley@usf.edu](mailto:kevinhawley@usf.edu)