



Contact

Phone

+1 (561)528-1466

Email

micaeladongo@gmail.com

Address

Highland Beach, Florida.

Education

Lynn University, Boca Raton, FL.

Bachelor of Arts in Advertising and Public Relations with a minor in Hospitality Management.

GPA: 3.81 (Graduation, May 2024)

Honors: Dean's List

Skills

- Team Leader
- Strategic Communication
- Over-Achiever
- Problem Solver
- Social Media Management
- Microsoft Office Suite
- Digital Photography

Language

English (Full Proficiency / Fluent)

Spanish (Native)

Micaela Dongo

Aspiring Advertising and Public Relations Professional

Currently pursuing a Bachelor's degree in Advertising and Public Relations with a minor in Hospitality Management, set to graduate in May 2024.

Demonstrated proficiency in advertising strategies, social media management, public relations, marketing, and communication strategies, prepared to contribute impactful solutions in a dynamic professional setting.

August 2023 - Present

Career and Alumni Connections Center, Lynn University | Boca Raton, FL.

Social Media Intern

- Content creation for Career Connections and Alumni Connections social media platforms.
- Utilized Hootsuite to schedule future posts efficiently for optimal engagement.
- Designed visually appealing post templates using Canva, Adobe, CapCut, and iMovie to enhance brand presence.
- Documented Career and Alumni Connections events through photography and videography for captivating content.
- Demonstrated adaptability and a commitment to staying updated on emerging trends in social media to incorporate in content creation and strategy development.

May 2023- August 2023

TransMedia Group | Boca Raton, FL.

Publicity Assistant

- Produced and distributed press releases and media tips with precision and punctuality.
- Leveraged Cision Point to target relevant media outlets, ensuring maximum exposure.
- Developed proposals to address client needs and objectives strategically.
- Created captivating visual content using Canva to enhance clients' social media presence.
- Weekly client meetings, promoting strong relationships, and ensuring alignment with project goals.

October 2022- July 2023

Lynn University | Boca Raton, FL.

Student Admissions Ambassador

- Connect with prospective Lynn students via personalized phone calls to share insights into student life.
- Promptly address inquiries about Lynn University's student experience.
- Update students on campus events and extend personalized invitations.
- Attend admission events to engage with admitted students and families, sharing experiences and addressing questions.

September 2022 - October 2022

Pulse Agency | Boca Raton, FL.

Junior Account Executive

- Produced a comprehensive advertising campaign for The Shops at Boca Center, integrating video content, social media strategies, web development, and event coordination.
- Secured first place in the Boca Center P.R. campaign competition, showcasing exceptional creativity and strategic prowess.