# GABRIELLA ALVAREZ

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## EDUCATION

**University of Florida,** Warrington College of Business — **May 2030**
***Bachelor of Arts in Business Administration,*** *General Studies* — Gainesville, FL

## WORK EXPERIENCE

**The Village of Palmetto Bay** — **September 2024 – June 2026**
***Communications Intern*** — Miami, FL

- Produced and edited 3+ stories per week to be published in the bi-weekly *Village Vibes* newsletter, translating municipal updates and community information into clear, accessible content for 24,000+ residents.
- Promoted 5+ events monthly through community-focused content, increasing awareness of government resources.

**Miami Community Newspapers** — **June 2024 – August 2024**
***Editorial Intern*** — Miami, FL

- Supported two weekly podcast productions and bi-weekly hosting of community leaders, coordinating logistical and editorial tasks such as videography to ensure timely execution and smooth operations.
- Researched and wrote a feature on local alumni and government leaders, including the Mayor of Palmetto Bay and a Pinecrest Councilmember, transcribing interviews and research into engaging community-focused coverage.

**Time Out Miami** — **June 2023 – August 2023**
***Editorial Intern*** — Miami, FL

- Curated 25+ event listings and two published articles through extensive investigation and 3+ interviews, producing engaging, accurate content highlighting local summer events throughout Miami-Dade County.
- Collaborated with the Editor-in-Chief during weekly editorial planning meetings, contributing 5+ story ideas and helping prioritize content based on community interest, relevance, and publication timelines.

## LEADERSHIP & INVOLVEMENT

**Delta Sigma Pi** — **October 2026 – Present**
***Pledge Class Ares Marketing Committee*** — Miami, FL

- Generated 20,000+ Instagram views by managing pledge takeovers, weekly recaps, and social media content.
- Completed a rigorous 5-week professional development program totaling 120+ hours, including 3+ mock interviews.
- Developed a case study focused on strengthening Lululemon's brand positioning and doubling digital sales.

**Swamp Records** — **September 2026 – Present**
***Marketing Street Team*** — Gainesville, FL

- Increased organizational awareness among 63,000+ students by tabling weekly to promote teams and events.
- Collaborate with a 15+ member team to produce captivating and timely promotional content for events.
- Manage entry, merchandise, and ID checks at 2+ events per semester to ensure smooth event operations.

**The Panther (School Newspaper)** — **August 2022 – June 2026**
***Editor-in-Chief, Business Manager*** — Miami, FL

- Led a 30+ member staff and managed the editorial calendar for print and digital production, coordinating 10+ deadlines per week and annual submission to CSPA's Crown and Gold Circle Awards.
- Coordinated 5 fundraising initiatives, managed raising $20,000+ in yearly revenue, and mentored a 4-person Business Committee in supporting the newspaper's financial operations and exceeding annual goal of $15,000.
- Wrote and edited 61+ articles across 5+ sections, while overseeing the Life Section, providing feedback to staff writers, and communicating section updates and progress to newspaper leadership.

**Varsity Panther Cheerleading Team** — **August 2022 – June 2026**
***Captain, Varsity Cheerleader*** — Miami, FL

- Directed and coordinated a 67-member team through 3 weekly practices, 14 football games, and 20+ basketball games per year, fostering an environment centered around organization, accountability, and team performance.
- Mentored 30 underclassmen, strengthening team unity and accountability through monthly bonding activities.

## ADDITIONAL INFORMATION

**Skills:** Microsoft Office Suite, Canva, Social Media Marketing, Content Creation, Instagram Reels, Podcast Production
**Languages:** Spanish (Limited Working Proficiency)
**Interests:** Rom-coms, Young adult novels, and Fitness (hot yoga and running)