

SANDRA GAITAN ESTRADA

Mass Communication / Public Relations / Entrepreneurship

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WORK EXPERIENCE

- Learning Design-Student Assistant / Feb. 2018 – Present. Tampa, FL
USF Innovative Education - Build content in Canvas Learning Management System and support instructional designers in the development of high-quality online courses
- Communications Intern / May. 2018 – Oct. 2018. Tampa, FL
Muma College of Business, Dean's Office - Developed strategies to increase followers and engagement rates. Introduced the use of Sysomos
Managed and tracked social media accounts via Sysomos
Helped plan events such as the Executive Advisory Council Meeting and The Time Higher Education Summit and annual Scholarship Luncheon
- Community Desk Mail Clerk / May. 2017 – May. 2019. Present. Tampa, FL
USF Housing – Assist student residents with mailboxes, community desk and housing assignments
- INTO at USF - Student Engagement Ambassador / Apr. 2017 – Mar. 2018. Tampa, FL
Created and organized events with international students; developed posters and social media campaigns. Helped international students with their conversational and learning skills in an American university
Orientation Team Leader – Prepared materials before, during and after orientation.
Assisted students during their orientation week making them comfortable with the college environment
- Social Media Intern / Oct. 2016 – Apr. 2017. Clearwater, FL
Florida Dream Center – Created and managed social media accounts (Facebook, Twitter, Instagram) of the non-profit organization
Increased the follower and engagement rates by 40%

LEADERSHIP AND ACTIVITIES

- University of South Florida Honors College / Jan. 2016 – 2019. Tampa, FL
Graduated from the Honors College
- Florida International Leadership Conference / Feb. 2016 – DeLeon Springs, FL
Analyzed different styles of leadership across cultures and learned leadership and network training
- USF Public Relations Student Society of America / 2016 - Present – Tampa, FL
Active member of the Student Association
- USF Latin American Student Association / 2015 - Present – Tampa, FL
Active member of the Student Association
- Model European Union / 2013 / 2014 – Bogotá, Colombia
Developed public relation, press, photography campaigns of the program

EDUCATION:

- University of South Florida
Graduated in May 2019
Honors College
Cum Laude
Tampa, Florida, USA
Bachelor of Arts and Sciences in mass communication with a concentration in public relations and a minor in entrepreneurship
- University of Sheffield
June - Dec. 2014
Sheffield, United Kingdom
Full time management English course at the English Language Teaching Center (ELTC)

LANGUAGES:

- Trilingual:
 - Spanish
 - Italian
 - English
- French: Fluent, spoken

INFORMATICS KNOWLEDGE:

- Microsoft Office Suite
- Adobe Creative:
 - Photoshop
 - Illustrator
 - InDesign
- Canva
- Kaltura
- Camtasia
- Animoto
- iMovie
- Social Media
 - Facebook
 - Instagram
 - Snapchat
 - Twitter
 - LinkedIn
- Sysomos, Meltwater
- Wix