

REBECCA WEINSTEIN

rwcreates.com

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EDUCATION

University of Florida, Gainesville, FL
Bachelor of Science in
Public Relations
December 2024

Awards: 2023 AI Days UF/Verizon
Hackathon Finalist

Teaching Assistant for Artificial
Intelligence and Public Relations

SKILLS

Proficient in AP Style
Video Editing and Animation
HTML, C++ and JavaScript
Python
WordPress CMS
Procreate
Adobe Creative Cloud
Social Media Management
Tableau
UI/UX Design

CERTIFICATIONS

Google Analytics
Hootsuite Platform
Institute for Public Relations
Master Class Certified in Change
Communications

EXPERIENCE

Internal Communication Research Hub (ICRH) September 2023 - Present
University of Florida, Gainesville, FL
Social Media Manager

- Established the ICRH's social media presence by working with the Director to develop and execute a strategic social media plan.
- Responsible for crafting compelling and relevant content weekly to resonate with the target audience and thought leaders worldwide.
- Monitor and analyze social media performance, sharing insights into internal communication's role in shaping organizations.

UF in Ghana Software Engineering and UX Design Internship May 2024 - June 2024
The Renel Ghana Foundation, Accra, Ghana
Product Manager and Lead Designer

- Led the development of "EduTracker," a web app for managing and tracking student attendance.
- Prioritized features in the product backlog based on user feedback and usability testing to ensure cultural relevance.
- Developed user personas and designed a responsive, accessible user interface using HTML, CSS and React.
- Authored a series of stories on Medium about Ghanaian software entrepreneurs and the tech scene of West Africa.

UF Alpha PR September 2023 - February 2024
University of Florida, Gainesville, FL
Research and Strategy Department Head

- Directed account executives by providing resources to use data-driven insights in the decision-making process.
- Collected, analyzed and interpreted quantitative and qualitative data to present strategic findings and research documents for clients.

INVOLVEMENT

The University of Florida Open Source Club October 2022 - Present
Secretary

- Manage all communication through the club's Discord server, which has over 2,000 members and 50 active channels to moderate.
- Used skills and languages learned through working on club projects in GitHub to develop a personal website portfolio.

CJcNYC's One Week in NYC Internship Program May 2023

- Presented a 30-minute pitch to H&K Strategies executives about expanding DEI efforts for engaging a new marketplace of GenZ LGBTQIA+ individuals and allies.
- Recruited and completed a focus group with trusted influencers and made a yearlong budget for the campaign.