

Rebecca Weinstein

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University of Florida, Gainesville, FL

Bachelor of Science in Public Relations

December 2024

Experience

Internal Communication Research Hub (ICRH)

University of Florida, Gainesville, FL

Social Media Manager

September 2023 – Present

- Established the ICRH's social media presence to develop and execute a strategic social media plan.
- Developed compelling content to engage with target audience and thought leaders worldwide.
- Monitor and analyze social media performance, sharing insights with influential organizations.

Artificial Intelligence and Public Relations

University of Florida, Gainesville, FL

Teaching Assistant

August 2024 – Present

- Partnered with an industry professional to create course content to understand AI's transformative impact and address ethical considerations in communication strategies.

UF in Ghana Software Engineering and UX Design Internship

The Renel Ghana Foundation, Accra, Ghana

Product Manager and Design Lead

May – June 2024

- Led the development of "EduTracker," a web app for managing and tracking student attendance, prioritizing features based on user feedback and usability testing to ensure cultural relevance.
- Authored a series of stories on Medium about Ghanaian software entrepreneurs and the tech scene of West Africa.

UF Alpha PR - University of Florida Student-Run PR Firm

University of Florida, Gainesville, FL

Research and Strategy Department Head

September 2023 – February 2024

- 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.

CJcNYC One Week in NYC Internship Program

New York, NY

May 2023

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

The University of Florida Open-Source Club

Executive Board

October 2022 – Present

- Manage all communication through Discord, growing the club from four students to over 2,000 members and 50 active channels to moderate.
- Transformed the organization through a multi-channel campaign, diversifying membership opportunities and expanding reach to foster open-source collaboration on campus.

Certifications

Hootsuite Platform and Google Analytics Certified

Institute for Public Relations Master Class Certified in Change Communications

Plank Center for Leadership in Public Relations: Scholar in inaugural cohort of EMERGE Leadership Academy

Skills: Tableau, OpenAI, Network Scanning Tools (e.g., Nmap, Wireshark) Penetration Testing, Ethical Hacking