



GENOA GIBSON

PUBLIC RELATIONS, COMMUNICATIONS & SOCIAL STRATEGY

CONTACT

CELL: 347-784-3467

EMAIL: genoagibson@aol.com

PORTFOLIO: <https://genoagibsonportfolio.org/>

LINKEDIN: www.linkedin.com/in/genoagibson

SKILLS

- Marketing, Strategy development
- Client Engagement
- Digital Marketing
- Copywriting
- Event Planning
- Social Media Management
- Promotional Planning
- Time Mangement

ACTIVITIES

- Writer for University of Tampa newspaper "The Minaret" - Arts and Entertainment. (available for viewing on portfolio)
- Current member of the PRSSA.
- Co-creator of 96 & Flix Podcast

EDUCATION

University of Tampa
SEP 2020 - AUG 2021
M.A IN PROFESSIONAL COMMUNICATION
CONCENTRATION IN SOCIAL MEDIA

University of Tampa
JAN 2015 - DEC 2018
B.A IN ADVERTISING & PUBLIC RELATIONS
MINOR IN SPEECH & THEATRE

WORK EXPERIENCE

COMMUNICATIONS AND SOCIAL MEDIA COORDINATOR THINK BIG FOR KIDS

APRIL 2023 - PRESENT

- Incorporated interesting and informative content, resulting in increased shares and followers.
- Oversaw social media asset design to be in line with brand identity.
- Created and wrote press releases, articles, blog posts including print and electronic promotional marketing materials.

FREELANCE CONTENT CREATOR THE SALAD STATION

NOVEMBER 2022 - PRESENT

- Conceptualized and executed engaging social media campaigns, increasing brand visibility and customer engagement
- Produced high-quality, visually appealing content including photos, videos, and written posts, showcasing menu offerings and promotions.
- Ensuring consistent and timely updates across various platforms to drive foot traffic.

PERSONAL MEDIA ASSISTANT THE AMANDA EDGE

SEPTEMBER 2022 - PRESENT

- Orchestrated seamless scheduling and managed client database, including invoicing and class bookings, optimizing efficiency and client satisfaction.
- Facilitated daily operations by meticulously organizing appointments, auditions, and professional engagements, ensuring punctuality and smooth workflow.
- Collaborated closely on content creation for social media platforms, strategically promoting the business and providing invaluable insights for entertainment industry aspirants.



WORK EXPERIENCE CONT.D

STAFF ASSISTANT THE UNIVERSITY OF TAMPA

DECEMBER 2022 - APRIL 2023

- Offered a professional first impression to visitors and callers giving knowledgeable assistance for the Graduate Office.
- Maintained scheduling and master calendars for staff meetings, and student attended events.
- Supported workflow of daily administrative tasks to achieve targets and deadlines, as well as proofreading and editing documents and reports for staff.

BRAND AMBASSADOR HEARST

JUNE 2019 - PRESENT

- Worked at Tampa Bay events promoting the television station WMOR by taking experiential pictures and videos.
- Engaged event attendees in meaningful conversation in order to raise brand awareness, resulting in a direct increase of social media followers.
- Utilized and pinpointed different media platform strategies to maximize user engagement on behalf of each client, including drafting blog posts for the MOR Website.

SALES ACCOUNT ASSISTANT HEARST

OCTOBER 2021 - AUGUST 2023

- Assisted with the development and research of sales proposals, advertising packages, and client presentations.
- Designed and prepared on air and digital marketing content in tune with consumer branding, as well assisting with event management coordination associated with client specifics.
- Aided the promotional and digital team with their own supplemental on air and social media content to escalate station viewership.

