

JEFFREY EHRLICH

📞 561-891-1502
✉ jeffrehrlich@gmail.com
📍 Orlando/Oviedo
🌐 www.jeffrehrlich.com

WORK EXPERIENCE

Wellons
Communications
July 2024 – Present

- Content Coordinator**
- Create and manage social media content and paid campaigns for multiple accounts
 - Write press releases, pitch to local and national media, and manage influencer partnerships
 - Develop and execute public relations strategies for a diverse client portfolio
 - Supervise and mentor interns by assigning projects and providing ongoing feedback
 - Coordinate media events and serve as the on-site media contact for interviews, live broadcasts, and press coverage.

Ehrlich & Naparstek
May 2024 – Present

- Social and Website Manager**
- Develop and manage the monthly social media content calendar
 - Update and maintain website content using WordPress
 - Write SEO-optimized content to improve visibility and AI search performance
 - Monitor keyword rankings and web analytics to measure and optimize performance

Nemours Childrens Health,
Orlando, FL
June 2023 – July 2024

- Public Relations Intern**
- Wrote press releases to be shared to local and national media sources
 - Created blog write-ups to be shared both internally and externally
 - Tracked and categorized Nemours media coverage through Cision

Wellons Communications
May 2022–April 2023

- Public Relations Intern**
- Wrote and distributed press releases and event calendar listings for client campaigns.
 - Designed and scheduled social media content across multiple platforms.
 - Researched media outlets and pitched stories to support public relations initiatives.
 - Compiled monthly reports analyzing social media performance and campaign results.

EDUCATION

University of Tennessee,
Knoxville
2023–2024

MS – Communication & Information: Strategic & Digital Communication
Cumulative GPA: 3.9

University of Central
Florida
2019–2023

BA – Advertising and Public Relations
Cumulative GPA: 3.8

SKILLS

TECHNICAL	SOCIAL MEDIA	PR & ANALYTICS
AP Writing Style	Meta – Facebook, Instagram	EIN Presswire
Adobe Suite	Ads Manager, Meta Business Suite	Cision, Critical Mention
Canva	Twitter	Constant Contact
Microsoft Office	LinkedIn	Google Analytics 4
Dropbox	TikTok	Google Search Console
Wordpress	Sprout Social	