

# Christina Blanco

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## EDUCATION

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University of Florida, Gainesville, FL

Graduating December 2026

*Bachelor of Science in Advertising | 3.9 GPA  
Minor: Public Relations*

## PROFESSIONAL EXPERIENCE

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**Cultivate PR + Social Media | Miami, FL**

April - August 2025

*Social Media Intern*

- Supported strategy and execution for **8+ client accounts**
- Brainstormed and produced **social media and advertising campaigns**
- Conducted research on trends and platform insights to refine strategy

**Only in Dade | Miami, FL**

May - August 2024

*Journalist Intern*

- Produced segments, conducted street interviews and **collaborated with internal PR teams and external market partners** (Baptist Health, Estefan Enterprises, Cardozo Hotel among others)
- Content creation for social media accounts and contributed to launch content for the website

**Metromorphosis Magazine | Miami, FL**

January 2023 - August 2024

*Creative Director*

- Led interdepartmental collaborations to expand the magazine's reach and visibility
- Guided creative direction and campaign execution for editorial and design projects
- Managed the design and production of Volumes 36 and 37
- Earned **Honorable Mention** in Best Collegiate Design at the 2024 College Media Association Pinnacle Awards

**Miami Book Fair | Miami, FL**

June 2023 - May 2024

*Marketing and Student Outreach Intern*

- Collaborated with the Public Relations team to create promotional content and develop journalism workshops
- Spearheaded the Miami Book Fair Student Ambassador Program

## SKILLS

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**Creative & Strategy:** Campaign ideation, content strategy, creative direction, trend research

**Awards and Certifications:** Dean's List, LinkedIn "**Social Media Marketing Foundations**" Certification

**Tools:** Proficient in Canva, CapCut, Adobe Creative Suite, Microsoft Office and Google Workspace

**Languages:** English (Fluent), Spanish (Fluent), French (Limited)