

# DEANNA QUINTANA

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## EDUCATION

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**University of Florida, Gainesville, FL**  
**Bachelor of Science in Public Relations**  
Minor: Business Administration  
**Cumulative GPA: 3.22**

**May 2020**

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## WORK EXPERIENCE

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**Public Relations Officer, Anike Foundation**

**January 2019 - Current**

- Establish a list of media contacts and maintain connections for outreach opportunities
- Conduct research and produce press leads to increase company's public presence
- Compose press releases, update social media and establish a relationship with multimedia companies

**Research Assistant, University of Florida**

**January 2019 - Current**

- Produce, edit and upload original broadcasts to test the credibility of social media influencers
  - Identify and collect data measures from subscriptions, likes, dislikes and streams to analyze on effective video production techniques
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## INVOLVEMENT

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**Member of Public Relations Student Society of America**

**August 2018 - Current**

- Attend weekly meetings to develop relationships with professionals in mass media and public relations

**Volunteer, Days for Girls**

**April 2018 - July 2018**

- Sew hygiene kits and cultivate a safe environment for young women in third world countries to learn basic health education

**Mentor, MentorGNV**

**January 2018 - April 2018**

- Oversee study hall hours and maintain productive space for students to work on assignments
- Develop strategies and implement semester plan to improve test scores

**University Athletic Association Athlete**

**April 2017 - Current**

- Dance Team, Dazzlers
- Volunteer with UAA Goodwill Gators program; Programs include involvement with local elementary schools, UF Shands Hospital and on-campus events

**Pi Beta Phi External Communications Committee**

**August 2016 - Current**

- Manage all social media outlets to promote annual philanthropy Read > Lead > Achieve
  - Collaborate in teams to formulate announcements distributed to 16 Panhellenic chapters
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## SKILLS AND CERTIFICATIONS

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- Lynda Mobile Marketing Strategy
- Google Analytics
- Hootsuite
- Adobe Premiere Pro
- Photoshop CC
- Excellent written and oral communication
- Microsoft (Word, Excel, PowerPoint, Outlook)
- Social media
- Editing
- Photography