

# REMY SPICER

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## EDUCATION

Bachelor of Science in  
Public Relations  
University of Florida,  
Gainesville, FL  
**Cum Laude**

## CERTIFICATIONS

International Communications  
Certificate  
**Fall 2020**

Adobe Photoshop Certification  
**May 2018**

Adobe Illustrator Certification  
**May 2018**

## SKILLS

Proficient in Adobe Premiere Pro,  
Adobe InDesign, WordPress,  
Microsoft Word, Microsoft Excel,  
Microsoft Powerpoint, Canva,  
Tableau, Google Analytics and  
Google Data Studio

## INVOLVEMENT

### Member of the Nashville PRSA Chapter

Communications Committee  
Nashville, TN **October 2021**

**Changing Lives** **May 2020-**  
Boca Raton, FL **June 2020**

**The Big Event Staff Leaders  
Program**  
Boca Raton, FL **June 2020**

## EXPERIENCE

### Staff Associate

#### MP&F Strategic Communications, Nashville, TN

September 2021 - Present

- Manage brand outreach and community awareness for over 12 clients
- Implemented new process operations for marketing content
- Plan and create digital content for marketing campaigns, social media, blogs, newsletters and advertisements
- Analyze SEO and SMO to improve media marketing and targeted advertisement outcomes

### Digital Content Internship

#### The Moore Agency, Tallahassee, FL

May 2021 - July 2021

- Developed weekly digital content and media materials for over eight accounts
- Collaborated on copy for clients involving marketing projects and brand outreach
- Assisted in producing media alerts and news releases for publication

### Public Relations and Media Manager Internship

#### The Learning Match, Boca Raton, FL

February 2021 - May 2021

- Created media content such as blogs and graphics for a variety of platforms, including the company website, Instagram and Facebook
- Expanded the company public relations base through mass communication and media posts
- Designed the visual page layout for profiles on the company website

### Art Director Assistant

#### Strike Magazine, Gainesville, FL

September 2020 - December 2020

- Assisted in the visual production of various issues for the UF Strike Magazine
- Contributed to the overall visual aspects of the magazine, including the design of the campaigns

### Graphic Designer and Consultant Internship

#### PoliEngine, Gainesville, FL

August 2019 - December 2019

- Designed political campaign logos and websites
- Assisted in the creation of multiple campaign marketing platforms by designing the image basis for each campaign
- Performed additional marketing tasks for campaigns through means of social media advertisement, direct mail and public image advertisement