

GENEVAH CADET

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EDUCATION

University of Central Florida
Bachelor of Sciences in Business Administration
Major: Business Administration

June 2017 – Dec 2021
Orlando, FL

NOTABLE SKILLSETS

Sprout Social trained in content strategy, campaign design, and paid media. Also proficient in Microsoft Office, and Salesforce,

WORK EXPERIENCE

Push. **November 2021 – Present**
Social Media Content Freelancer Orlando, FL

Push. is a Creative led marketing and advertising agency that takes pride in offering a space for amazing minds to do amazing work. The agency works closely with brands in the restaurant, retail, hospitality, and higher education industry.

- Develop and strategize content for all social mediums, oversee community management for more than 5 clients, plan monthly content calendars to maintain social platforms.
- **Averaged 58% of audience growth** between major social platforms within the course of 4 months for 2 clients, strategy focus on improvement in Impressions, Engagement, Reach and Engagement rate per impressions.
- Implemented social strategy planning and implementation with a strong focus in video content production for Instagram Reels and Facebook Video.
- Tasked with staying up to date with social happenings, current trends, and platform updates and maintaining an understanding of the revolving culture of individual platforms like TikTok, Twitter, and Instagram to determine what type of content performs best.
- Work closely with paid media and creative teams for assigned campaigns or client projects, manage and organize project material, as well as present concept proposals and facilitate brainstorm meetings.
- Coordinate campaign photoshoots by assisting art direction and set design, supervise and manage talent, as well as inspect and organize product styling.
- Create pitch decks for campaign direction and strategy, put together social reports for various clients, and conduct weekly status updates with clients to further execute plans of strategy.

FCI Residential **August 2020 – August 2021**
Leasing Professional: Atlantico at Tuscany & Siena at Tuscany Delray Beach, FL

FCI Residential is a privately held, integrated real estate services organization that builds, manages, and develops luxurious, multifamily resort-style communities and amenity-rich properties across Southern Florida, encompassing over 4500 units.

- Selected as property's "Content Developer" to create a minimum of 7 pieces of Social Media content per week highlighting the property's luxury amenities, 18 individual style floor-plans, and fostering a relationship between property staff and tenants. Content distributed primarily between Instagram and Facebook with compensation based on audience growth and engagement.
- Managed the leasing process from tour to move-in including the sale, completing lease documents, and inspecting units to ensure a great move-in experience for a garden-style apartment complex with 395 units and a 97%+ occupancy rate.
- Swiftly and successfully resolved at least 30 resident and prospect problems minimum per shift about tenant rent billing cycle, tenant service requests, apartment application process, resulting in customer satisfaction 100% of the time.
- Effectively coordinated 15+ tenant events such as Block Party, Annual Summer Pool Party, in collaboration with 8+ vendors meant to foster an active close-knit community.
- Completed accounting functions such as Proof of Income calculations to ensure prospective tenants qualified for apartments as well as reviewing both individual tenant and community budget ledger to ensure accuracy.

Vertical Bridge **June 2020 – August 2020**
Marketing Intern Boca Raton, FL

Vertical Bridge is the nation's largest private owner and manager of wireless communication infrastructure. Specializing in co-location services and build-to-suit towers, Vertical Bridge provides the infrastructure needed to support today's increasingly wireless culture.

- Aided the company's in-house Marketing Specialist by creating a minimum of 15 mass marketing emails about various products and company updates per day to over 750 recipients through the Salesforce software.
- Collaborated daily with a public relations team, consisting of 4 members, to plan community outreach events and press meetings compatible with strict Covid-19 guidelines to ensure both staff and stakeholder safety.
- Independently researched and connected with 10+ vendors and 5+ products to fit individual clients' specific needs.

(Resume Continued on Next Page)

UCF Student Health Services**January 2019 – May 2020*****Patient Representative***

Orlando, FL

UCF Student Health Services provides a variety of primary and specialty care services to help keep students at their optimum health. Services are offered at a reduced cost to the UCF community and are funded, in part, by the student health fee collected through student tuition.

- Greet 50+ patients a day and offer guidance and direction for patient necessities that fall within medical records, patient services, and over the counter medicine.
- Process and keep record of purchases made within the facility as well as payments made towards medical services that are completed by health providers.
- Participated in marketing efforts for the organization by attending 10+ university events as a representative of UCF Services.

LEADERSHIP EXPERIENCE**Big Sister, Little Sister Mentoring Program****June 2018 – May 2020*****Vice President & Charter Member***

Orlando, FL

The Big Sister, Little Sister Mentoring Program is a national mentoring program that promotes professionalism, career management, character building, and self-esteem.

- Initiated the establishment of the sixth national chapter alongside 12 other young women at the University of Central Florida.
- Managed \$1,000+ chapter budget alongside the President and Treasurer meant to pay towards events, Nationals, and necessary supplies.
- Effectively planned and hosted 30+ events meant to foster the program's pillars in collaboration with 10+ other university organizations.
- Paired 50 upperclassmen alongside 50 underclassmen to promote mentorship based on compatibility events.