

# Elizabeth Rai

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## PROFESSIONAL EXPERIENCES

**Institutional Event Coordinator**, *Nova Southeastern University (NSU)* September 2025 - Present  
*Public Relations, Marketing, and Creative Services Department* Fort Lauderdale, FL

- Planned and executed high-profile executive events to enhance the university's brand, support media coverage, improve community and stakeholder relations, and align with public relations and marketing goals
- Managed logistics, communications, collaborations, and event staff for all presidential university events
- Created a formal process for managing events to increase event-planning efficiency

**Internal Communications Editor**, *NSU* May 2022 - August 2025  
*Farquhar Honors College* Fort Lauderdale, FL

- Developed and managed social media accounts, produced multimedia content, and developed strategic plans to boost the college's online presence
- Supervised and collaborated with a team of social media specialists to create and implement marketing and social media campaigns using a content planner
- Revamped and edited webpages for the college within a CMS to improve SEO and performance metrics
- Produced flyers, newsletters, mass emails, pamphlets, and news articles to promote the college and engage internal audiences
- Captured photo and video content for social media and the website using DSLR cameras
- Proofread and managed research theses through an online research repository to showcase student research
- Planned and implemented fundraising campaigns to increase donations to the college

**Webmaster**, *NSU* April 2024 - Present  
*Farquhar Honors College Knowledge for Freedom Program* Fort Lauderdale, FL

- Created and maintained a website to showcase student work completed in the grant-funded program
- Developed ads and promotional materials to increase applications to the program

**Student Worker / Temporary Administrative Assistant**, *NSU* October 2020 - May 2022  
*Halmos College of Arts and Sciences / Farquhar Honors College* Fort Lauderdale, FL

- Produced graphics and documents to support the dean and college activities
- Assisted the dean in organizing and executing fundraising and recruitment campaigns
- Coordinated training sessions for colleagues on how to use various digital tools
- Directed phone calls and generated mass emails to promote event attendance

**Intern**, *NSU* May - August 2020  
*Center for the Humanities* Fort Lauderdale, FL

- Conducted an extensive research project that required analysis, writing, and digital humanities platforms
- Proofread, edited, and published student narratives to aid the center's goals of promoting storytelling and diversity through the digital humanities

## EDUCATION

**Bachelor of Arts in English** August 2018 - May 2021  
*Nova Southeastern University (NSU)* Fort Lauderdale, FL

- Honors: *summa cum laude* (GPA: 3.97)

## SKILLS

- Canva, Adobe Express, and Adobe Lightroom
- Constant Contact, Mailchimp, and Stripo
- Cvent
- ArcGIS StoryMaps
- CMS Platforms, Wix, and WordPress
- iMovie, Final Cut Pro X, and CapCut
- DSLR Cameras
- Microsoft Office Suite