


# CARLY ROGERS




## CONTACT

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## EDUCATION

**University of Florida** | AUG. 2016 - MAY 2020  
B.S. in Public Relations  
Minor in Communication Studies  
Honors: *magna cum laude*

## HIGHLIGHTS

1. Global agency experience
2. Experience in health communications
3. Finalist in Bateman Case Study Competition

## CERTIFICATIONS

**Muck Rack Academy:**  
**Fundamentals of Media Relations**  
May 2020

**HubSpot Inbound Marketing**  
April 2018

**Hootsuite Platform**  
March 2018

**Advanced Google Analytics**  
March 2018

**Google AdWords**  
March 2018

## MEMBERSHIPS

**Public Relations Society of America (PRSA - NY)**  
Member  
June 2020 - Present

**UF Public Relations Student Society of America (UF PRSSA)**  
Member and Mentor  
Aug. 2017 - April 2020

## PROFESSIONAL EXPERIENCE

**PAGE SOCIETY** COMMS. ASSISTANT  
JUNE 2020 - AUG. 2020 | REMOTE

- Write copy for the Diversity Action Alliance's (DAA) social platforms to promote organization and share relevant information related to public relations and diversity, equity and inclusion (DE&I); Increased Twitter followers by 82.4% and LinkedIn followers by 84.9% since June 1, 2020.
- Regularly update internal lists and documents; Created standard operating procedure for interns' daily tasks, including community management and social media content creation.
- Wrote byline surrounding how the effects of recent events should guide communications and campaigning efforts to become more diverse and inclusive.

**INSTITUTE FOR PUBLIC RELATIONS** COMMS. ASSISTANT  
AUG. 2019 - APRIL 2020 | GAINESVILLE, FLORIDA

- Wrote copy for social media posts to promote events, research, trustees and videos to engage organization-stakeholder communication with an online audience greater than 11,000; Used Buffer and Hootsuite to schedule content on Twitter, Facebook, Instagram and LinkedIn.
- Designed event programs, speaker sheets, name tags and promotional graphics on Canva and InDesign for various events and for owned and social media; Created best practices guides for various IPR functions.

**BCW GLOBAL** PUBLIC AFFAIRS & CRISIS INTERN  
JUNE 2019 - AUG. 2019 | NEW YORK, NEW YORK

- Won the 2019 HAROLD Intern Project Competition while serving the role of team lead and spokesperson; Project consisted of creating and submitting an RFP response, as well as presenting the plan to a panel of cross-practice BCW executives and the New York office.
- Created media audits, compiled news clips, conducted secondary research and wrote newsletters for a variety of clients in highly regulated industries, including financial services, energy, healthcare, cannabis and technology in the Public Affairs and Crisis practice; Collaborated with a team to create a risk audit for a major healthcare provider.
- Led research and creation of content for a companywide cybersecurity offering, which was distributed to relevant company executives.

**UF HEALTH CANCER CENTER** COMMUNICATIONS INTERN  
JAN. 2019 - APRIL 2019 | GAINESVILLE, FLORIDA

- Used Meltwater to monitor media and create weekly reports.
- Promoted UFHCC and its research in various reports, blog posts, newsletters, magazines and websites using Wordpress and MyEmma.
- Pitched ideas to the media and wrote news releases, including a news release about physician-patient lung cancer conversation rates, which was covered by seven medical publications.

## PROFESSIONAL DEVELOPMENT

**BATEMAN CASE STUDY COMPETITION** TEAM MEMBER  
AUG. 2019 - MAY 2020

- Selected for an elite team of five students to compete in the national competition by researching, planning, implementing and evaluating a month-long campaign for the U.S. Census Bureau; Out of 57 entries, UF's "We Deserve Better" campaign was awarded second place.
- Conducted IRB-approved research using Qualtrics surveys, focus groups and interviews to create research-based goals, objectives, strategies and tactics for community-driven campaign.
- Campaign exceeded our first and second objectives by almost 351% and 1,086%, respectively; We reached approximately 30,387 students through digital and grassroots efforts and 80,00 residents through earned media.
- More than 21,000 Gainesville members participated in the 2020 Census by March 20, exceeding our third objective by 3,002%.