

ALENA POULIN

Gainesville, FL

SUMMARY

Versatile communications professional with 5 years' experience developing strategic communication across multi-media platforms at a public university.

CONTACT

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Portfolio Site – www.alenapoulin.com

EDUCATION

B.S. in Journalism

University of Florida

December 2018

B.A. in Anthropology, Cum Laude

University of Florida

December 2018

M.A. in Mass Communications

University of Florida

December 2023

SOFTWARE PROFICIENCIES

Adobe: Express, InDesign, Premiere, Audition, Illustrator.

CMS: Wordpress, Wix, Terminal 4

Research: Max QDA, Dialsmith Perception Analyzer Dials, Tableau

Other: Mailchimp, Hootsuite, Canva, Microsoft Office Suite, StoryMaps ARCGIS

EXPERIENCE

Communications Specialist

UF/IFAS Food and Resource Economics Department | March 2022 – Present

- Maintain and continually enhance the department website.
- Launched ticketing system for website using new request form which increased efficiency.
- Spearhead graphic design projects for external communications materials including promotional flyers, fact sheets, social media graphics and promotional giveaway items.
- Collaborate with faculty to promote their research and increase department visibility through press releases, blog content and newsletters.
- Media Placements in online publications such as *Mainstreet Daily News*, *Citrus Industry Magazine*, and *South-Central Florida Life*
- Manage social media calendar for the department ensuring a consistent online presence with persuasive branding.

Marketing Assistant

UF/IFAS Center for Public Issues Education in Agriculture & Natural Resources | January 2019 – March 2022

- Created new social media presence and managed social media on Facebook, Twitter, and Instagram for Florida EDEN, promoting informational resources across these accounts.
- Developed and implemented a project management system using Microsoft Teams for remote, part-time employees during COVID-19 and oversaw its implementation and expansion into use for the PIE Center
- Oversaw production of educational videos as necessary for Florida EDEN.
- Assisted in collecting and analyzing qualitative research data from focus groups and other social science research efforts.
- Wrote and provided review and copyediting for APA and AP style publications.

EXPERIENCE, CONT.

Web Editor

WUFT NEWS | AUG. 2018 – DEC. 2018

- Promoted content over a variety of social media platforms.
- Edited copy and formatted content for publication on the WordPress website.
- Worked with reporters to improve their stories before publication.

Reporter

WUFT News | May 2018 – December 2018

- Produced newsworthy written and visual content for the WUFT News website.
- Researched enterprise stories as well as provided coverage of breaking news and major events.

House Manager

Hippodrome Theatre | February 2018 – December 2018

- Oversee building during mainstage and special events for the Hippodrome.
- Responsibilities include overseeing ushers, customer service, managing risks such as crowd control, and locking up and arming the building's security system at night.

Development Intern

Hippodrome Theatre | August 2017 – May 2018

- Worked with the Development Associate to maintain healthy relationships with sponsors and donors.
- Created contracts, generated and mailed out tax receipts, processed donation requests.
- Scheduled other interns for will call shifts and coordinated the guest list for special events such as opening nights.

AWARDS

Association for Communication Excellence

2022 Annual Conference Critiques & Awards

- Silver Award, *Mental Health Online Curriculum*
- Bronze Award, *2021 PIE Center Annual Report*

2021 Annual Conference Critiques & Awards

- Bronze Award, 2019-2020 PIE Center Annual Report

2020 Annual Conference Critiques and Awards

- Silver Award in Social Media Organic Campaign, Pre-Hurricane Dorian Social Media Campaign

Society of Professional Journalists

2018 Region 3 Mark of Excellence Awards

- Winner in Online In-Depth Reporting for Southeast Region awarded to WUFT Staff for "Peak Florida," a special report for WUFT News.