



ALLY BOYER

Public Relations Student

CONTACT

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- 🏠 Miami

A highly passionate, driven, adaptable and responsible student with excellent communication and interpersonal skills. Proficient in writing, public speaking, and problem-solving.

EDUCATION

Expected May 2025
University of Miami | School of Communication

- B.S.C Public Relations / Minor: Marketing and Motion Pictures
- CURRENT GPA (3.9/4.0)

2022-Present
National Society of Collegiate Scholars member

LEADERSHIP EXPERIENCE

Sigma Delta Tau, University of Miami Chapter — New Member Educator

UM Camner Center for Academic Resources- Note-Taking Volunteer

Revolve - Ambassador

Fundraising Volunteer SCOPE

SKILLS

Microsoft Suite
Google Suite
Adobe Creative Suite
HTML and CSS
Copyright

WORK EXPERIENCE

May 2024–August 2024

Shafer Clinic - Head of Business Strategy Assistant

- Boosted Brand Awareness: Implemented targeted social media campaigns and engaging content strategies, increasing online engagement by 25%.
- Enhanced Loyalty Programs: Analyzed patient feedback to improve IV treatment packages, leading to a 15% rise in repeat visits.
- Drove New Business Development: Partnered with local wellness influencers to attract new clients and expand the clinic's reach.

August 2023–January 2024

Gnazzo Group - Public Relations Intern

- Created social media content using Adobe InDesign and Photoshop to drive brand positioning and audience engagement.
- Executed strategic influencer marketing campaigns and fostered media clippings, collaborating closely with clients to support their initiatives, resulting in consistent brand coverage and heightened consumer interest.
- Collaborated in a team of five, providing creative story ideas, tracking press coverage, and creating compelling content for social media, aligning with clients' brand values, and ensuring long-term impactful results.

June 2023 – January 2024

Selective Search - Founders Team/Matchmaking Intern

- Conducted comprehensive interviews, executed background checks, and crafted compelling bios for candidates, optimizing recruitment efforts and enhancing client connections within a prestigious matchmaking firm.
- Utilized social media platforms to proactively engage with potential clients and candidates, demonstrating strong research skills and a strategic approach to outreach, thereby contributing to the firm's client acquisition efforts.
- Collaborated cross-functionally to ensure seamless communication and coordinated special projects, leveraging Salesforce expertise to enhance operational efficiency and foster client satisfaction, loyalty, and advocacy.

August 2022

Lake of the Woods Camp - Counselor

- Curated content for the marketing team including blog posts for the website, creating informational videos, and writing media descriptions on Instagram.
- Head lifeguard overseeing 7th-grade girls' cabin, demonstrating problem-solving, creativity, critical thinking, and team leadership skills.

May-June 2022

UM School of Communication - Director

- Directed and filmed a short-film in Samos, Greece
- Nominated and won multiple awards.