

Alba Moro Ocana

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PROFESSIONAL EXPERIENCE

Kreps PR + Marketing (Miami, FL)

Sep 2022 - Present

- Public Relations Coordinator
- Public Relations and Marketing Intern

Provide support for strategic communications efforts for clients across the real estate, finance, hospitality, and nonprofit sectors. Craft press releases, business proposals, and media clips for 15+ clients, with a focus on the real estate, non profit and hospitality sector. Assist with event planning including registration, event production and management. Develop marketing for large-scale events including a gala with a fundraiser exceeding \$100,000 with 250 number of attendees.

Florida International University (Miami, FL)

Jan 2024 - Present

- Social Media Content Creator

Create, review and edit content for the company which is published in the FIU IG and social media pages. Responsible for researching on the key SEO terms and implementing them in the content to gain maximum exposure. Create ideas to record, edit and draft posts and reels.

Florida International University (Miami, FL)

Aug 2021 - Present

- Resident Assistant

Executing diverse campus events, logistics and budgets to ensure engaging experiences for residents, and fostering a vibrant community atmosphere. Serving as a resource and mentor for 40+ residents, actively engaging in public speaking and presentations, complementing my role in executing learning strategies aligned with departmental goals, focusing on student personal development and community building.

Transiliberis SL (Granada, Spain)

May 2021 - Jul 2021

- Business Operations Intern

Data analysis, coordinated projects, and provided administrative support, contributing to enhanced efficiency and collaborative cross-functional operations

SKILLS

Fluent in English and Spanish

AP style and strong writing

Canva, Photoshop, InDesign

Muck Rack, Agility PR Solutions

Report writing and presenting

Critical thinking skills

Excellent communications skills

Research and media monitoring

Strong interpersonal skills

Proactive and self-motivated

Problem solving skills

Teamwork and leadership

EDUCATION & CERTIFICATIONS

Bachelor of Science in Communications

Public Relations, Advertising, and Applied Com.
Florida International University

Minor in Business Project Management

Florida International University

Area of Concentration - Business Communication

Florida International University

Graduation date: May 2024

EXTRACURRICULAR AND AWARDS

Social Media Content Manager

Sierra Nevada Animal Shelter (Granada, Spain)

FIU Fly-in Washington D.C. Seminar 2023

Florida International University in D.C.

Event and Registration Staff

South Beach Wine & Food Festival (Miami, FL)

FIU Academic Excellence Scholarship

William C. Adams Memorial Scholarship

Kathleen Watson Memorial Scholarship