

Gabriela Esposito

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EDUCATION

University of Connecticut, Storrs, CT

May 2022

Bachelor of Arts and Sciences, Journalism and Philosophy

Related coursework: editor's craft, newswriting, online journalism, sports journalism, journalism law, journalism ethics

EXPERIENCE

Holdsworth Communications, Remote— Public Relations Specialist

June 2022 - present

Provide solutions and advice to schools, education companies, and organizations

Establish and maintain relationships with the community and the media through proactive and reactive communication

Draft press releases and strategic communication plans

The Daily Campus, Storrs, CT — Campus news correspondent

Oct. 2021 - May 2022

Pitched, researched, and wrote at least one news story each week for UConn's independent daily student newspaper

Used social listening skills on platforms such as Reddit and Facebook

University of Connecticut Materials Science and Engineering, Storrs, CT — Writer

Jan. 2021 - Dec. 2021

Researched and wrote over 30 news and feature stories about faculty, students, and alumni

Assisted in the editing of the yearly print and online newsletter

Holdsworth Communications, Remote — Communications specialist

May 2021 - Sep. 2021

Assisted in written communications, public relations, and branding for schools

Produced brand-driven written stories for company and client websites, incorporating SEO strategies

Produced digital graphics using Canva

National Edition of Her Campus Media, Remote — Life and opinion contributor

Feb. 2020 - Feb. 2021

Worked under national team of editors to pitch, write, and publish at least 10 articles for opinion and life sections

Obtained visuals and used CMS for digital production

VOLUNTEER WORK AND EXTRACURRICULAR

UConn Society of Professional Journalists Student Chapter — Founding member

Nov. 2021 - May 2022

UConn Husky Mentor Network — Mentee of Fernando Alfonso III, CNN breaking news

Oct. 2021 - May 2022

Big Brother Big Sister — Mentor

Sept. 2019 - Feb. 2020

Pi Sigma Pi National Honor Fraternity — Member

Jan. 2022 - May 2022

Tau Sigma National Honor Society for transfer students — Member

2019 — May 2022

SKILLS

Adobe Photoshop, Adobe Premiere, Asana, Microsoft Word, Excel, Canva, Google Trends, Wordpress CMS, HARO, FOIA, Salesforce, Tableau, Cision, Muck Rack, Twitter, Reddit, Facebook, Tik Tok, Instagram