

ALICIA RINALDI

EDUCATION

'13-'17 University of Miami
Bachelor of Science
in Communication
Magna Cum Laude
GPA: 3.82

MAJORS: Creative Advertising
Psychology

MINORS: Marketing
Entrepreneurship

SKILLS

ILLUSTRATOR



PHOTOSHOP



PREMIERE PRO



INDESIGN



SOCIAL MEDIA



BACKFLIPS



ABOUT ME

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EXPERIENCE

- 2017 **The Cannes Lions Experience** **Cannes, France**
- immersed myself in a week full of all things creative, attending 5 talks per day and meet-ups with industry professionals
 - familiarized myself with current industry work and relevant agencies
- 2017 **National Student Advertising Competition** **Miami, FL**
Copywriter
- selected for one of four copywriter spots; wrote presentation script
 - placed 3rd in regional competition
- '16, '17, '18 **philADthropy** **Miami, FL**
Leader ('18); Copywriter/Art Director
- worked on rebranding three nonprofit organizations over a 24-hour time period
 - Bargain Box campaign was published in Brickell magazine & contributed to a 25% sales increase
- '16-'17 **My Ceviche Restaurant** **Miami, FL**
Intern, Brand Ambassador
- conceptualized, designed, and wrote copy for signage and fliers seen by thousands of potential customers
 - educated customers and potential customers on the lifestyle brand
 - avoided mercury poisoning despite constant fish consumption
- '13-'17 **America Reads/Independent Tutor** **Miami, FL**
- tutored disadvantaged students ages 5-13 in reading & arithmetic, and supervised recreational programs
 - worked an average of 15 hours per week while maintaining a full course load

POTPOURRI

- **Shortlist** — Cannes Future Lions 2017 for Audibaille case study video
- **1st place PRADDY** — award for Audibaille video
- **Portfolio of the Year** — nominated, UMiami School of Communication 2017
- **Christmas Photoshoot** — organized and executed a free holiday photoshoot for families in need, 2017
- **BIKYNI** — leveraged my personal social media accounts and other marketing techniques to attract a following to the brand
- **Delta Phi Epsilon Sorority** — coached fraternities for cystic fibrosis philanthropy, elected to suite manager
- **Server, Shoreline Diner** — never spat in anyone's food
- **Baptist Collegiate Ministry** — "Volunteer at BCM," they said, "it'll look good on your resume," they said.