

Claudia Caballero Oliveras

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EDUCATION

University of Central Florida

Orlando, Fla.

Bachelor of Arts in advertising and public relations (GPA: 3.98)

Graduation Date: December 2022

- Sociology and mass media and collective behavior minor.
- Organizations/Awards: Presidential List, Dean's Honors List, CREAR Futuros, Florida Public Relations Association student member.

INTERNSHIP EXPERIENCE

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Orlando, Fla.

Public relations intern

August 2022 – December 2022

- Generated media lists for lines of multiple industries, including finance, banking and insurance.
- Created supporting media relations preparatory content, including media alerts, media list generation, press releases and story pitches.
- Worked alongside local, state and national publications to develop organization stories most relevant for media and agency needs, furthering the agency's media relationships.

Vidi Global

Orlando, Fla.

Copywriting intern

August 2022 – October 2022

- Authored campaign copy for print, popup and social media content for food and restaurant industry.
- Created five cohesive posters celebrating the agency's mantra of "Move culture," leveraging skills in Adobe Illustrator, Adobe Photoshop and Procreate.
- Executed campaign image, message and brand identity through copy in outward-facing mediums for client and in-house agency projects.
- Pitched campaign ideas in conjunction with agency's creative to design a cohesive, gravitating campaign direction while maintaining brand identity and personality.

302 Interactive

Orlando, Fla.

Public relations intern

May 2021 - August 2021

- Proofread and edited materials prepared by staff, checking for spelling, grammar and Associated Press style.
- Developed original content for blog posts and website articles, garnering 100+ views.
- Wrote and distributed press releases for the organization to share with relevant media networks.
- Developed and wrote marketing collateral, demonstrating 302 Interactive's technical and design capabilities.

PROFESSIONAL RECOGNITIONS

Certified in Principles of Public Relations

Public Relations Society of America

Universal Accreditation Board

March 2023

- Requires a depth of knowledge about strategic communication, including research, planning, implementation and evaluation processes of public relations.
- Instills how to apply core concepts to real-world situations, including various functions of public relations application.
- Fosters mastery of communication models, business literacy, ethics, and law.

RELEVANT COURSEWORK

- Writing for public relations.
- Advertising copywriting.
- Mass communication law.
- Public relations research methods.
- Public relations publications.
- Public relations case studies.
- Crisis communication.
- Advertising strategy.
- Advertising and PR campaigns.
- Corporate social responsibility.

SKILLS

Fluency in Spanish. Proficiency in Associated Press, Google Office, Canva and Microsoft Office. Proficiency in Adobe InDesign, Photoshop and Illustrator. Skills in copywriting, graphic design, media writing.