

Anamaria Mata Preciado

West Melbourne, FL | [Email](#) | [Portfolio Website](#) | [LinkedIn](#)

EDUCATION

University of Florida

BS in Public Relations

Gainesville, FL

Graduation: August 2021

- Public Relations Student Society of America (PRSSA), Hispanic Scholarship Fund Scholar, Dean's List

WORK EXPERIENCE

Latin American and Caribbean Collection, University of Florida

Gainesville, FL

Creative Projects Leader

- **Led the initiation** and management of the library's first social media platforms, **increasing brand visibility and community engagement** through strategic content and digital branding.
- **Designed** promotional materials and graphic content using Adobe Creative Suite, significantly **enhancing visual communication and user engagement**.
- **Designed and produced compelling graphic content**, which significantly increased visibility and attracted new patrons into the library.
- **Pioneered** and directed 'Blind Date with a Book' project, **resulting in its adoption across other campus libraries**, showcasing effective project management and collaborative leadership.

Latin American and Caribbean Collection, University of Florida

Gainesville, FL

Student Assistant

- **Enhanced patron experience** by managing library operations and utilizing various technologies, ensuring **efficient service delivery**.
- **Provided high-level patron support**, ensuring effective use of library resources and enhancing user experience.
- **Conducted training** for new assistants, **improving operational** workflows and service quality.

LEADERSHIP EXPERIENCE

UF Alan & Cathy Hitchcock Field & Fork Pantry

Gainesville, FL

Volunteer Coordinator

- **Coordinated** volunteer efforts and pantry operations, **optimizing resource distribution and support** to the community.
- **Authored** a feature article on pantry renovation, **increasing community awareness and support**.

SKILLS & INTERESTS

Skills: Skilled in **content strategy and digital branding** to enhance visibility, proficient in Adobe Creative Suite for **graphic design**, experienced in **web and UI/UX design** using SEO and WordPress, adept at **copywriting and editing** in AP style, and demonstrated leadership in project management and team collaboration.

Software & Tools:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Hootsuite
- Google Analytics
- Fusion 360

Certifications:

- Adobe Certified Expert
- Microsoft Office Specialist:
 - Word
 - Outlook
 - Excel

Languages:

- English (Fluent)
- Spanish (Fluent)

Interests:

- Keen interest in advancing skills in 3D modeling, graphic design, and UX/UI through emerging technologies.

Explore More of My Work: For a detailed showcase of my projects and a deeper insight into my creative and professional capabilities, please visit my portfolio website.