

Laura Aquino

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Objectives

Enthusiasts and detail-oriented communication student, seeking a public relations internship to gain hands-on experience in media outreach, content creation, and campaign strategy. Eager to contribute with my knowledge and innovative ideas with strong writing, organizational, and creative skills to a fast-paced PR team.

Skills

- Social Media Platforms and Promoting (Instagram, TikTok, LinkedIn, YouTube)
 - Canva, Microsoft Word & PowerPoint
 - Event Planning Support and Project Management
 - Strong Verbal & Written Communication
 - Fluent in English and Spanish
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Experience

FIU Campus Creator

Social Media Manager

Present 2025

- Collaborated with FIU's marketing team to align content with brand voice and university initiatives
- Developed and produced engaging social media content for FIU's official platforms, reaching a student body of 55,000+
- Applied social media trends, storytelling, and analytics to boost visibility and engagement rates

Lovisa

Sales Associate/ Brand Ambassador

June- Aug 2025

- Sole in-store employee responsible for day-to-day boutique operations, including opening/closing procedures, sales, merchandising, and customer service
- Maintained inventory accuracy, processed transactions, and ensured store presentation met luxury brand standards.
- Acted as a brand ambassador both in-store and at external events, representing the boutique's image and values through client engagement, social content, and personal presentation.

Ella Inspires Magazine

Content Creator/ Editorial Assistant

Jan- May 2025

- Created compelling editorial and digital content for a luxury lifestyle magazine, covering topics such as fashion, travel, beauty, wellness, and culture
- Assisted with social media content creation and scheduling to support brand engagement and reader growth across Instagram, TikTok, and other platforms.
- Produced short-form video content (Reels, Stories) highlighting luxury products, editor picks, and branded campaigns. Partnered with luxury brands and PR agencies for product features and editorial placements.

Forever 21

Sales Associate

May- Aug 2024

- Provided exceptional customer service by addressing customer inquiries, assisting with product selection, and resolving issues
 - Achieved and exceeded sales targets making a customer buy over \$300 in one sale
 - Promoted store events, sales, and loyalty programs to enhance customer engagement and drive store traffic
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Interns

Formula 1 Miami Grand Prix

Guest Experience Team

May-2025

- Maintain a working knowledge of stadium policies and procedures to effectively assist customers with general questions
- Assume ownership in resolving guest challenges within the seating locations

Bold Agency

Media Manager Intern

Jan-Apr 2025

- Analyzed social media performance metrics and provided insights to optimize content strategy

- Collaborated with marketing team to develop campaigns increased a 25% brand visibility and audience engagement

Latin Grammys Award Show
Talent Escort

October - 2024

- Escorted talents from various location within the venue
- Communicating effectively with talent and the production team regarding their movements.

Lift Miami
Field Marketing Ambassador

Feb - 2024

- Represented OLIPOP's brand at a high-visibility Gymshark fitness event, engaging with hundreds of attendees to promote product awareness and drive trial
- Created live social media content and stories to amplify OLIPOP's digital reach during the event.

Fresh Prints Campus Manager
Marketing Associate

Aug – May 2023

- Sought Greek organizations and clubs with styles for every event. Conducted in-depth market research for a product launch, identifying key trends guided marketing strategy
- Led a cross-functional team of designers, writers, and analysts to launch a new product campaign on schedule, achieving a 15% higher-than-expected reach

Campus Involvement

Member – PRSSA (Public Relations Student Society of America)
FIU Chapter | 2024 – Present

- Participated in industry networking events and panel discussions.
- Learned from real-world PR case studies and guest speakers.
- National Honor Society of Phi Eta Sigma,

Back of the House Club
Participant

- Catered in the Hospitality event management and participated in Miami's Oversight on-site event operations, including setup, troubleshooting, and coordinating volunteers, to ensure attendees' engaging and seamless experience

Certifications

- HubSpot Social Media Certification
- Google Fundamentals of Digital Marketing
- Digital marketing
- Content Marketing Principles for Business, Social Media Strategy
- PowerPoint, Adobe Photoshop, Cap Cut, Adobe Premier

Education

BS. Public Relations and Advertising Applied Communications
Florida International University – Miami, FL
Expected Graduation: May 2026
