

ASHLEY HOSKINS

PUBLIC RELATIONS + ADVERTISING STUDENT

CONTACT

727-514-0455
ashleyhoskins20@yahoo.com
Trinity, Florida

SKILLS

Adobe InDesign
Adobe Photoshop
Canva
Auditing
Social Media
Microsoft Excel
Web Design

EDUCATION

University of South Florida

Bachelor of Science in Integrated Public Relations and Advertising

GPA: 3.67/4.0
June 2022 - Present

Minor in Leadership Studies

June 2022 - December 2024

PROFESSIONAL DEVELOPMENT

Public Relations Student Society of America (PRSSA)

University of South Florida

August 2023 - Present

PROFILE

Fourth-year student at the University of South Florida currently studying public relations and advertising. Seeking an immersive internship to gain real-world experience and build upon my knowledge learned in my academics. I am interested in both corporate and agency opportunities for public relations, advertising or marketing.

PROFESSIONAL EXPERIENCE

Marketing Intern

University of South Florida February 2025 - Present

- Conducts social media audits on most university social media accounts.
- Researches points of improvement for university website pages.
- Uses Microsoft Excel to create spreadsheets for marketing analysis.
- Uploads rotators for Student Success and Student Affairs department.
- Conducts audits for all university campus website pages.

Public Relations + Event Intern

Kiss The Planner January 2025 - February 2025

- Created project proposals for prospective wedding clients.
- Set company goals with strategic tactics to further business.
- Researched venues and tracked information using Microsoft Excel.
- Designed collateral assets for events using Canva.
- Owned the preliminary planning of a golf retreat in the southeast.

Cast Member, Disney College Program

Walt Disney Company January 2024 - August 2024

- Created meaningful guest experiences through attention to detail.
- Prioritized guest and cast member safety in ride operations.
- Worked full time while managing rigorous academic course load.
- Underwent customer experience training for three separate attractions.
- Received five cast member compliments submitted by guests in the park.

Brand Ambassador

Aerie April 2023 - December 2023

- Trusted with opening procedures such as handling money.
- Verified in-store finances along with manager to ensure accuracy.
- Marketed products on the store's social media account.
- Created personal experiences with customers by helping them find products that best fit their preferences and needs.
- One of the highest in-store performances for reward and credit card sign-ups.