

Sara Beer

Fort Lauderdale, FL 33301 | (305) 522-3176 | sarajbeer@gmail.com
Public Relations - Communications - Brand Awareness



May 2025
Gainesville, FL

EDUCATION

University of Florida, College of Journalism and Communications

Bachelor of Science in Public Relations

- Minor in Innovation with a Specialization in Artificial Intelligence
- Online Master's Student in Mass Communications (Anticipated Graduation Fall 2026)

EXPERIENCE

Liquid Creative

May 2024 – December 2024

Gainesville, FL

Public Relations Internship

- Partnered with cross-functional teams to execute 5+ integrated PR campaigns, boosting client brand visibility and engagement by up to 30%.
- Drafted 20+ press releases, social media posts, and client-facing communications tailored to target audiences.
- Managed and scheduled 10+ monthly social media calendars, increasing follower growth and engagement rates by 25% across platforms.
- Relaunched a WordPress blog with 15+ SEO-optimized posts in collaboration with design and strategy teams, improving user retention and site traffic.

OLAMI

January 2024 - May 2024

New York, NY

Public Relations Internship

- Spearheaded content development for the #ZeroTolerance campaign, generating nationwide engagement and reaching 1,000+ college students across multiple platforms.
- Crafted compelling messaging and visual assets tailored to resonate with Gen Z audiences, enhancing campaign relevance and shareability.
- Tracked performance metrics and provided data-driven recommendations, leading to real-time content optimizations and improved engagement outcomes.

Maaglei Nefesh

January 2024 - May 2024

New York, NY

Communications Associate

- Led content development for the #ZeroTolerance campaign, generating nationwide engagement and reaching 1,000+ college students across multiple platforms.
- Crafted compelling messaging and visual assets tailored to resonate with Gen Z audiences, enhancing campaign relevance and shareability.
- Tracked performance metrics and provided data-driven recommendations, leading to real-time content optimizations and improved engagement outcomes.

LEADERSHIP & INVOLVEMENT

CHOMP Florida Public Relations Association

August 2024 – May 2025

Gainesville, FL

President

- Managed all events and meetings for UF's FPRA student chapter while serving as liaison to the local professional chapter.
- Grew student chapter membership by 60% in 2024 through targeted outreach and consistent engagement.

Executive Vice President

- Supported strategic planning and logistics for chapter initiatives and events.
- Streamlined internal processes and improved meeting logistics, enhancing overall member experience during a period of rapid growth.

Alpha Productions

October 2022 – April 2024

Account Supervisor

Gainesville, FL

- Coordinated with 15+ high-profile guests, securing their participation to elevate event visibility and engagement.
- Enhanced social media presence by collaborating with celebrity guests, driving a 25% boost in follower interaction.
- Streamlined communications and logistics for celebrity appearances, ensuring seamless event operations.

Account Executive

- Collaborated with a team of 10 to manage PR campaigns for 3+ local businesses through UF's student-run firm.
- Led development of case studies, outreach, and social media strategies, contributing to a 20% average increase in client engagement.

Jewish Student Union

April 2024 - Present

President

Gainesville, FL

- Represented UF's 12,000+ Jewish students as the primary liaison for Jewish advocacy and community initiatives.
- Partnered with 10+ student organizations and executive boards to promote interfaith dialogue, cultural programming, and campus-wide inclusion efforts.

CERTIFICATIONS & SKILLS

Skills: Slack, Canva, Microsoft Office Suite, Adobe Creative Suite, Qualtrics, Public Speaking, Social Media Management, Event Planning, Volunteer Work

Certifications: Google Analytics, Hootsuite Platform Certification, Mobile Marketing Strategy, Microsoft PowerPoint, Microsoft Word

Interests: Tutoring Hebrew Language, Photography, Fitness, Cooking, AI, Graphic Design