

Abbigail Danielson

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EDUCATION

Bachelor of Science in Public Relations

August 2022

University of Florida, Gainesville, FL

Minor: Innovation

GPA: 3.4/4.0

WORK EXPERIENCE

Guest and Member Relations Game Day Staff

August 2018 - January 2022

Tampa Bay Buccaneers, Tampa, FL

- Skillfully anticipated and addressed guests' service needs that arise during the Game Day (Luxury Suite and Club Level)
- Worked alongside hundreds of employees to provide the #1 in customer service in the NFL for all four seasons
- Received Difference Maker Award for excellent customer service (2018, 2019, 2020, 2021)

Public Relations Intern

January 2022 - April 2022

Lipply Real Estate, Palm Harbor, FL

- Generated marketing materials and social media content
- Managed social media daily
- Developed Analytics trackers for all platforms

Social Media Manager

August 2019 - June 2022

Lipply Real Estate, Tammy Danielson, Palm Harbor, FL

- Managed agent's social media daily
- Generated social media content
- Developed Analytics trackers for all platforms

Assistant Director of Art and Layout

March 2021- December 2021

UF Homecoming and Gator Growl, Gainesville, FL

- Created graphics for the official website, social media announcements, holiday specials, booklet detailing the entire experience
- Promoted the largest student run pep-rally in the nation by working alongside hundreds of students and by specializing in designing Gator Growls image.

Super Bowl LV S.A.F.E Management

February 2021

S.A.F.E Management, Tampa, FL

- Assist guest with any service to ensure guest satisfaction on the club level
- Aide in creating a positive and productive atmosphere
- Crowd management

INVOLVEMENT

Member

August 2019 - April 2022

Sigma Kappa Sorority, Gainesville, FL

- Served on the Public Relations, Design, and Apparel committees

Fundraiser

August 2019 - April 2022

Alzheimer's Association, Gainesville, FL

- Raised over \$2,270 dollars for the Alzheimer's Association in less than three years.

SKILLS

- Proficient in AP Style
- Proficient in Microsoft Office (Word, Excel, and PowerPoint, Outlook)
- Hootsuite Platform Certification (June 2020)
- Hootsuite Social Media Marketing Certification (June 2020)
- Strong communication skills
- Advanced experience with Procreate and Canva
- Proficient Adobe Creative Cloud