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# JULIANA SCHINSKY

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## CAREER OBJECTIVE

A creative and driven individual seeking a position creating compelling branded content to elevate awareness, enhance public relations, and drive meaningful engagement.

## EXPERIENCE

### **Burn Boot Camp, Tampa, FL – Member Experience Specialist**

SUMMER 2023

- Acted as the first point of contact for new and current members, both in person and on social media.
- Explained sign-up options and processed payments for memberships, renewals, merchandise and services.
- Provided tours of the facilities and amenities to potential new members.
- Managed social media accounts, including posting on Facebook and Instagram to recognize member achievements.
- Responded to inquiries from members and potential members about membership packages, classes, facilities, and services.
- Managed the check-in process through a digital check-in system.
- Addressed member concerns and complaints promptly and professionally
- Performed day-to-day operations including opening and closing duties, maintaining the cleanliness of the gym and restocking merchandise and supplies.
- Promoted gym events, classes, and special promotions to members.
- Performed administrative tasks such as data entry, inventory management, and filing as required.
- Cultivated positive member relations with personalized greetings and providing them with a warm, welcoming environment.

### **Remote – Brand Ambassador**

JANUARY 2018 - PRESENT

- Promote the brand's latest fashion collections through creating and curating social media posts with visually appealing content to increase awareness and drive sales.
- Use photography and creative software to make the content eye-catching.
- Incorporate relevant hashtags to increase discoverability.
- Offer styling tips, outfit ideas and highlight seasonal trends.
- Increase brand awareness.

## BRANDS REPRESENTED

❖ Princess Polly  
❖ Edikted

❖ Rebel Athletic  
❖ Bright Swimwear

- ❖ Escape Swimwear
- ❖ SunnyCo Swimwear

- ❖ Hoaka Swimwear
- ❖ Nalu Bay Swimwear

## EDUCATION

**University of South Florida, Tampa, FL**

**JUNE 2022 - PRESENT**

Pursuing a B.S. degree in **Integrated Public Relations and Advertising** with an expected graduation date of May, 2026.

## SKILLS

**Social Media Platforms:** Instagram, TikTok, Facebook, SnapChat, LinkedIn, Pinterest, YouTube, Twitter

**Content Creation Software:** Adobe Creative Suite (Photoshop, Illustrator and InDesign), Canva, Google Docs, Google Sheets

**General:** Excellent written and verbal communication skills, creative ideation, multitasking, collaboration and teamwork, knowledge of SEO and Google Analytics