KAITLYN CLARK

kaitlynclark@ufl.edu | +1 (407) 821-0777 | linkedin.com/in/kaitlynclark0777 | kaitlynclarkportfolio.com

EDUCATION

Bachelor of Science in Public Relations December 2026
University of Florida – Gainesville, FL
GPA: 3.91/4.0
Relevant coursework: Public Relations Writing, Public Relations Research, Public Relations Campaigns, News Reporting, Social Media Management

PROFESSIONAL EXPERIENCE

Media Relations Intern, UF Health – Gainesville, FL September 2025 – April 2026

- Researched and wrote patient-focused, research-based stories for UF Health platforms, including *Health in a Heartbeat* radio scripts and the *Inspiring Innovation* newsletter
- Drafted and edited health communication pieces in AP style for diverse audiences, including the media pitch that landed the Battle of the Belts announcement in the Alachua Chronicle
- Analyzed media coverage and social performance in Meltwater, translating data into insights for the communications team
- Built quarterly analytics presentations summarizing reach, sentiment and key trends across local and national media
- Supported reporter outreach by preparing materials and helping maintain journalist relationships, and collaborated with the External Communications team on story development, media strategy and content planning

Social Media Manager, Kicks From Florida – Gainesville, FL May 2025 – September 2025

- Grew the account from ~3,400 to 18,700 followers (+447%) through content strategy, storytelling, reels and giveaways, with 97% of views organic
- Drove 4.2M views, 772K accounts reached (+523%) and 84.5K interactions, including 1.4M views in the peak month; 56% of interactions came from non-followers
- Created and edited reels reaching 427K, 157K and 100K views; the top reel alone drove 1,214 new follows
- Turned attention into store traffic with 65K profile visits (+367%) and 3.9K link taps (+167%)
- Produced a paid brand-partnership video including strategy, script, directing and filming the owner, editing, caption and copy

LEADERSHIP AND INVOLVEMENT

Operations Committee Leader, Kesem UF August 2023 – June 2024

- Contributed to raising $29,000+ through donor outreach calls, personalized emails and donation requests to local business partners
- Helped plan and execute fundraising events such as Jeremiah's Night, a pickleball tournament and Giving Tuesday, contributing to the chapter's annual campaign goals
- Helped plan operational logistics for a free, week-long summer camp for children affected by a parent's cancer
- Participated in weekly meetings to strategize goals, solve operational challenges and coordinate cross-team communication

Student Leader, Salt Company UF August 2024 – Present

- Facilitate weekly discussion groups for 10–18 female students, fostering community and engagement
- Plan inclusive social events and maintain internal communications to coordinate schedules and updates

SKILLS AND CERTIFICATIONS

Certifications: Hootsuite Social Media Marketing Professional Certificate; Google Analytics Certificate

Tools: Meltwater, Hootsuite, Google Analytics, Qualtrics, Instagram Insights, TikTok, CapCut, Canva, Adobe Creative Suite, Microsoft Office, Google Workspace; AP style