



ATIYA PITAKTRAKUL

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EDUCATION

Florida International University (FIU)

Bachelor of Science in Public Relations, Advertising, and Applied Communications **Jun. 2018 - May 2022**
Minor in Hospitality Studies

- Dean's List, Spring 2020 - Fall 2021
- 3.76 GPA

SKILLS

- Bilingual - English and Thai (Spoken only)
- G Suite (Drive, Docs, Slides, and Forms)
- Adobe (Photoshop and InDesign)
- Microsoft Office
- Project Management
- Customer Service
- Interpersonal and Intercultural communication

ACHIEVEMENTS

- Global Learning Medallion Recipient 2022
- All Florida Personality Portrait FSPA State Competition in 2018
- Second Place On the Spot Editorial Photography FSPA State Competition in 2018
- First place Personality Portrait FSPA Regional Competition in 2017
- Third place Literary Magazine FSPA Regional Competition in 2016

PROFESSIONAL EXPERIENCE

College of Communication, Architecture, +The Arts (CARTA) Dean's Office

Public Relations Intern **Aug. 2021 - Present**

- Create and post social media graphics, templates, and flyers to increase social media engagement and to promote the initiatives of the dean and college.
- Attend various events through the college to assist in social media coverage.
- Collaborate with the Marketing and Communication Department at CARTA with daily social media activities for platforms including Facebook, Instagram, and Twitter.
- Perform general administrative work and aid the dean's assistant with any required tasks.

RELEVANT EXPERIENCE

BOLD FIU

Miami, FL

Director of Culture

Apr. 2021 - Present

- Implement internal communication within the agency as well as keep internal culture effective and representative of the organization.
- Design and write copy for the agency's weekly newsletter.
- Chair the Culture Committee to maintain a fair and inclusive agency environment.

Account Executive

Jan. 2021 - Apr. 2021

- Served as a liaison between the agency and the client.
- Managed the FIU Theatre account while leading a team on strategy, social media, and public relations.
- Maintained a social media content calendar for Instagram and Facebook.
- Led and maintained social media campaigns to increase follower count organically.

Strategy Intern - FIU External relations

Jan. 2021 - Apr. 2021

- Coordinated and executed the learning goals and objectives within FIU's social media strategy across key social media channels including Instagram and TikTok.
- Assisted in the creation of Panthers On The Prowl, an IGTV segment used to aid FIU's repopulation efforts and encourage student engagement.

Social Media Intern

Sep. 2020 - Dec. 2020

- Assisted in copywriting, editing, and producing social media content for FIU Theatre.
- Managed a social media content calendar weekly for the client.
- Collaborated with a team to ensure consistent messaging is created and campaign strategies are aligned.

FIU Office of Global Learning Initiatives (OGLI)

Media Relations Coordinator

Dec. 2021 - Present

- Aid the OGLI Communications Assistant in marketing and promotion of the Global Learning Program.
- Collaborate with the Global Learning Student Board to help strategize methods to increase student engagement with the Office of Global Learning.