

Bryanna G. Basilio

[LinkedIn](#) | 305-878-2687 | basiliobryanna@gmail.com | bryannawrites.com

EDUCATION

University of Florida **Gainesville, Florida**

Journalism/Bachelor of Science *August 2021*

Publications: Orange and Blue Magazine, The Alligator, WUFT-TV

Extracurricular Activities: People for Animal Wellness (PAW), National Lesbian and Gay Journalists Association (NLGJA), GHQ Radio

Palm Beach State College **Lake Worth, Florida**

Journalism/Associate in Arts *December 2018*

WORK EXPERIENCE

Mouth Digital + Public Relations **Remote**

Associate Account Executive *September 2021 -Present*

- Pitched and booked national and local TV, radio, and print interviews for clients (authors, personalities and brands). Managed six clients at a time.
- Created confirmation sheets, tour schedules and coordinated in-person or virtual events. Performed admin duties and updated accountability status reports daily.
- Wrote press releases, promo pieces, pitch letters and compiled media lists and eblasts through Muckrack.
- Reliably communicated with clients and staff using phone, email and Zoom. Attended daily staff meetings and client meetings virtually.

Panther Ridge Conservation Center **Loxahatchee Groves, Florida**

Public Relations Specialist *June 2018-August 2021*

- Authored and submitted press releases to local south Florida news outlets.
- Organized coverage and consulted and collaborated with news producers and editors on behalf of the non-profit center.
- Arranged live on-air appearances on CBS12 and WPBF25, and recruited coverage from The Palm Beach Post, Town-Crier, Sun Sentinel and WPTV which led to increased social media presence and foot traffic. Following media appearances, our Facebook page grew from 10,000 likes to 60,000 likes and Instagram grew from 1,200 to 12,000 followers. The exposure led to increased calls and tour inquiries to the facility.

Social Media Strategist *June 2018-August 2021*

- Conceptualized and designed graphics for Instagram stories, which ranged from video to photo animation.
- Scheduled and posted daily Instagram posts for a year. Utilized hashtags, emojis and tags. Edited photos and videos using app software such as Canva, Videoleap and YouDoodle.
- Measured daily page analytics and insights for growth, resulting in posts during peak hours and days.
- Networked and communicated with popular wildlife and zoo accounts internationally. Also remained active and engaged with followers through likes, comments, direct messages and polls. Estimated growth to be 1,200-12,000 during management tenure of Instagram page.

Orange and Blue Magazine Gainesville, Florida

Copy Editor January 2021-June 2021

- Proofread, edited and fact-checked staff members' stories every two weeks prior to submission to Design team.
- Utilized AP Style for all writing styles.
- Collaborated and conferred often with authors for problem-solving and consul.

Staff Writer January 2021-June 2021

- Pitched and brainstormed topics, titles and designs with magazine team.
- Authored entertainment and news articles for both print and online blog. Interviewed multiple sources and fact-checked information using the University of Florida archival libraries. Elicited approval from magazine owner.
- Operated professional Canon camera and captured images for articles. Created and assembled photoshoots with models and subjects.

The Boca Raton Tribune Boca Raton, Florida

Staff Writer July 2017-June 2018

- Followed local events and press releases for material, as well as brainstormed and pitched ideas with team.
- Maintained notes and transcribed all audio recordings from sources prior to assembling article.
- Authored news stories for both online editions and print newspaper. Wrote a variety of pieces pertaining to news, entertainment, politics, national interest, lifestyle, human interest, crime, business, and health.
- Attended local events such as charity events, restaurant and store openings, museum and holiday events. Interacted and interviewed attendees and organizers.

Social Media Strategist July 2017- June 2018

- Edited and composed Instagram posts. Engaged with audience more through likes, comments, direct messages, polls and photo tags. Assembled posts that utilized hashtags, emojis and tags. Gained at least 700 followers during this period.
- Oversaw page analytics and insights pertaining to growth. Created and designed animated graphics for holidays and special occasions.

SKILLS

Press releases, copyediting, report writing, storytelling, AP style, social media strategy, voice recording, infographics, typography, brand management, web analytics, Muckrack, EIN Newswire, Skype, Gmail, Zoom, Canva, WordPress, Wix, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) Google Drive, Google Workspace (Meet, Docs, Calendar, Sheets, Slides) Adobe Creative Suite (Photoshop, Premiere Pro, InDesign), Videoleap.