

# **CARLEY HESKETT**

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Experienced storyteller that is passionate about communicating key messages through media to connect with diverse audiences. Can connect with any audience, whether it is on social media, on stage, or on a page.

## **WORK EXPERIENCE**

Walt Disney World, *Cast Member* July 2019 – Present

- Princess Anna at the Frozen Sing-ALong Celebration, Disney's Hollywood Studios

Tampa Museum of Art, *Social Media and Marketing Intern* September 2020 – May 2021

- Ran all museum social media accounts: Instagram, Facebook, Twitter, and Linked In
- Followers raised from 46k to 54k during the 7 months of being the sole social media manager

PRSA Tampa Bay, *Research Campaign Director* September 2020 – December 2020

- Led a research campaign to attract new members to increase membership
- Conducted surveys and interviews
- Provided *PRSA Tampa Bay* with:
  - Problem Identification    - Primary & Secondary Research    - Strategies & Tactics
  - SWOT Analysis            - Ethnographic Research            - Content & Gantt Calendar
  - Situation Analysis        - Core & Primary Messages        - Budget & Metrics

The Minaret, University of Tampa, *Research Campaign Director* September 2019 – December 2019

- Led a research campaign to build on-campus awareness for the University's student newspaper
- Moderator for focus group
- Conducted surveys and interviews
- Provided *The Minaret* director with
  - Problem Identification    - Primary, Secondary Ethnographic Research
  - SWOT Analysis            - Results and Recommendations

## **EDUCATION**

### **University of Florida**

*MA in MASS COMMUNICATION, 2024*

Concentration in Public Relations and Communication Management  
4.0 GPA

### **University of Tampa**

*BA in ADVERTISING AND PUBLIC RELATIONS, 2021*

Maintained a 3.93 GPA | Dean's List (8 semesters)  
Dean's Student Advisory Council, *Member AD/PR representative*, 2020

*BFA in MUSICAL THEATRE, 2021*

Maintained a 4.0 GPA | Dean's List (8 semesters)  
Dean's Student Advisory Council, *Member Musical Theatre representative*, 2020

## **AWARDS/ACCOMPLISHMENTS**

Winner of the University of Tampa's Faculty Award: Overall Excellence in Advertising and Public Relations, 2020

Winner of Best Social Media Produced by a student for *Visit Tampa Bay*, 2020

Winner of the University of Tampa's Faculty Award: the Charlene Gordon Scholarship for Theatre, 2021

Phi Kappa Phi Honors Society, *Member* (invitation only to top 7.5% of University students)

College of Arts and Letters Convocation Speaker, 2019

## **SKILLS & CERTIFICATIONS**

Hootsuite: Platform Certification; Social Marketing Certification

MuckRack: Fundamentals of Media Relations Certification; Fundamentals of Social Media Certification

Hubspot: Social Media Certification

Adobe: Illustrator, InDesign, Photoshop, Premiere; Microsoft Office Package; iMovie; Creative Content Strategy;

Influencer Experience; Focus Group Moderator; Canva; AP Writing Styles; Mailchimp; Slack

Fun Fact: Zumba Instructor Certification