

ADRIANA GRAY

Self starter. Chronic learner. Planning fiend. Coupon clipper. Firm believer in the power of a good laugh.

UCF alumna with a passion for ideation & implementation.

CONTACT

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EDUCATION

University of Central Florida
BA in Advertising & PR
Minors in Event Management & Digital Media
May 2019

CAMPUS LEADERSHIP

AD Club UCF
Director of Events, Membership
August 2017-May 2019

LEAD Scholars Academy
Member, Promotions Director
August 2015-May 2017

WORK EXPERIENCE

George P. Johnson (November 2019 - May 2020) - COVID Furlough
Event Services Specialist

- Served as support on 50+ program executions, both pre and post event, by:
- Managing orders with 3rd party vendors
 - Supervising requests for the delivery of vendor payment through internal PO system
 - Inputting estimates and change orders for financial tracking
 - Maintaining ongoing communication and collaboration with event managers

Partners + Napier (June - August 2019)
Account Leadership Intern, MAIP Fellow

- Composed and presented briefs
- Attended meetings related to influencer strategy, branding, social, content, engagement, special events, production, client status, reporting, and budget
- Conducted competitive research related to branding styles and trends

Push Advertising Agency (January - April 2019)
Account Management Intern

- Assisted Accounts team in managing 6 clients across the sectors of education, travel, and restaurant
- Conducted trend research, including a study related to social retargeting
- Planned and compiled co-op reports reviewing client partnerships
- Weekly department shadowing (Media, Production, Copywriting, Social)

City of Coral Springs Marketing/Com. Department (Summer 2018)
Copywriting Intern

- Researched and crafted 30 unique scripts featuring prominent women's historic contributions to the fields of literature, STEM, athletics, etc.
 - Initiative to increase engagement for Women's History Month 2019

Sachs Media Group (August - December 2018)
Public Relations Intern

- Crafted pitches and news releases to generate publicity for clients, including non-profit Farm Share Florida
- Drafted weekly reports highlighting news and emerging trends related to localized economic development and the environment
- Compiled media lists for various clients/campaign initiatives

Coral Springs Center for the Arts (Summer 2017)
Marketing Intern

- Collaborated on new website launch (utilizing GatherContent) by writing copy, proofreading and creating metadata and SEO tags corresponding to new web material