

MACAYLA BRICARELL

PUBLIC RELATIONS & COMMUNICATIONS

EXPERIENCE

2023 - Present

Syneos Health - Chamberlain

ASSISTANT ACCOUNT EXECUTIVE

- Develop social content for multiple channels including client and partner accounts to highlight patient advocacy programs
- Coordinate with creative teams to create visual content for social media and print distribution
- Monitor press coverage, sharing directly with clients in weekly End Of Week reports through real time flags of timely coverage

2022 - 2023

The North American Veterinary Community

PUBLIC RELATIONS COORDINATOR

- Liaison between media and public relations teams for the annual Veterinary Meeting and Expo (VMX)
- Managed The VETTYs Awards program with over 260 applicants and a team of 10 judges
- Pitched to media via PRN and Meltwater with an average open rate of 35%
- Provided on-site assistance throughout VMX, including the Media Welcome Reception, Awards Ceremony, VNR production and interview coordination

2021 - 2022

The Walt Disney Company

PROFESSIONAL INTERN

- Wrote and designed the monthly department newsletter
- Proposed and developed employee communications
- Analyzed website and newsletter engagement metrics to inform future communications plans
- Designed and edited graphics, one-sheets and presentation decks for Sr. Leadership Team
- Applied diversity and inclusion best practices to various communications

2019 - 2021

UF College of Education

COMMUNICATIONS INTERN

- Monitored engagement and view rates across all channels to understand our audience and its interests
- Increased engagement on platforms including Facebook and Twitter by 12% over 3 years
- Developed interactive content using archive resources to create awareness of the college for students and alumni
- Created engaging Instagram and Facebook stories with an average reach of 150 unique viewers and launched the college TikTok account UFCOE

EDUCATION

2017 -2021

University of Florida

Bachelors of Science in Public Relations
Minor in History

AWARDS

2021 PRSSA National Gold Key Award

Fall 2020 PRSSA Ethics Competition Winner




CERTIFICATES

**Google Analytics • Hootsuite Platform
Certification • LinkedIn Mobile Marketing:
Creating a Strategy • PR Council Agency-
Ready Certificate**

SKILLS

**Adobe InDesign • Adobe Photoshop Agenda
Development • AP Style
Canva • Customer Relations
Google Applications • Meltwater
Microsoft Office • Pitching • PRN
Research • Social Media Management
Social Media Analytics • WordPress**

CONTACT

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