





# Macayla Key Bricarell

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## Vitals

### Links

-  macayla-bricarell
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### Education

**Bachelors of Science in Public Relations**  
University of Florida, May 2021

### Awards

**2021 PRSSA National Gold Key Award**  
The highest honor an individual can receive in recognizing leadership and academic excellence in the Public Relations Student Society of America.

Fall 2020 PRSSA Ethics Competition Winner

### Certifications

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

### Skills

- Adobe InDesign
- Adobe Photoshop
- AP Style
- Canva
- Customer relations
- Google Applications
- Making Agendas
- Microsoft Office
- Research
- Social Media Management
- Social Media Analytics
- Taking Notes
- WordPress

## Experience

### Professional Intern

*June 2021 - June 2022*

**Disney Internal Communications - Global Security**

- Wrote and designed monthly department newsletter
- Proposed and developed employee communications
- Analyzed website and newsletter engagement metrics to inform future communications plans
- Partnered with leadership to develop strategic initiatives and town hall events
- Designed and edited graphics, one-sheets and presentation decks for Sr. Leadership Team
- Applied diversity & inclusion best practices to various communications

### Communications Intern

*June 2019 - June 2021*

**University of Florida, College of Education**

- Wrote press releases and features to promote the college and affiliated programs, utilizing research and interviewing skills.
- 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
- Created 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
- Launched the college TikTok account UFEOE

### UF Public Relations Student Society of America

**Vice President**

*April 2020 - April 2021*

- Worked closely with executive board to ensure committee functionality, managing teams of four and 12 students
- Presided over meetings in the absence of the President
- Planned and initiated the recruitment activities and recruited ambassadors to represent the organization at events
- Recruited PRSSA Ambassadors to complete a community service initiative and participate in the PRSSA Ethics competition in fall 2020 and spring 2021

**Vice President of Chapter Development** *April 2019 - April 2020*

- Ensured meeting requirements for the chapter to maintain Star Chapter status through organizing community service projects and fostering relationships with other chapters and organizations.

**Treasurer**

*April 2018 - April 2019*

- Maintained membership records between the chapter and national office, chapter website and ordered graduation materials for seniors