

LINDSEY MATTESSICH

PUBLIC RELATIONS & SOCIAL MEDIA SPECIALIST

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LET'S CONNECT!

 /lindseymattessich

SUMMARY

I am a social media marketing specialist and aspiring public relations professional. I am currently a senior at the University of Central Florida (UCF) set to graduate with my B.A. in Writing and Rhetoric in Spring 2026. I am a student member of the Florida Public Relations Association (FPRA) through Quotes Ad/PR Club at UCF. In addition to my academic efforts, I work as a promotional model and brand ambassador for several noteworthy brand clients including NASCAR and Monster Brewing. I am also currently building my social media marketing and visual branding portfolio through an internship with a locally owned small business.

PROFESSIONAL EXPERIENCE

White Fox VIP (Celebrity & Macro Influencer) Event Intern - CLD PR

October 2025

- Managed VIP guest check-in for major influencer and celebrity PR event
- Facilitated event activities such as assisting with product selection and content creation, restocking the floor with product, and providing general production support to ensure the event ran smoothly
- Provided administrative support with post-event production tasks, including dismantling signage and backdrops, organizing and storing event supplies, and managing inventory of event materials

Social Media Marketing Intern - Rubio Beauty and Wellness

Aug 2025 - Present

- Created social media content using skills such as graphic design, copywriting, photography/videography, and editing
- Conducted in-depth market research to craft and implement strategies for improved engagement
- Refreshed visual branding to reflect current brand values and direction

Brand Ambassador - The Caddy Group and EPI Promotions

Jan 2022 - Present

- Served as an extension of brand clients by effectively communicating and networking as a representative at promotional events
- Retained and presented in-depth product knowledge to prospective partners and customers
- Facilitated branding initiatives through distribution of free promotional items
- Credits include NASCAR, Monster Brewing, Fore Craft Cocktails, and Dryvebox

SKILLS

Public Relations
Visual Branding

Social Media Marketing
Content Creation

Digital Advertising
Consumer Outreach

Project Management
Event Marketing

EDUCATION

Bachelor of Arts in Writing & Rhetoric

Jan 2022 - Aug 2026

University of Central Florida

- Relevant coursework in copywriting, media production and analysis, advertising, and public relations
- Student Editorial Board for *Stylus: A First Year Writing Journal*
- Student member of Florida Public Relations Association (FPRA) through Quotes Ad/PR Club

Associate of Arts in General Studies

Aug 2017 - Dec 2021

Eastern Florida State College

AWARDS AND CERTIFICATIONS

- **Awards:** Eastern Florida Online Student Award for Creative Writing (2020)
- **Certifications:** HubSpot Social Media Marketing (2025), CITI Human Subjects Research (2025)