

Emily Alfonso

(305) 930-1596 | eca100@miami.edu | [linkedin.com/in/emily-alfonso-4a4a292bb](https://www.linkedin.com/in/emily-alfonso-4a4a292bb)

EDUCATION

University of Miami

Coral Gables, FL

B.A. in Public Relations; Minor in Marketing, Sociology, Spanish, Business Mgt.

May 2027

- **GPA:** 3.82
- **Relevant Coursework:** Social Media Messaging, PR Research, Event Planning

EXPERIENCE

Pinnacle Security

Miami, FL

System Administrator

September 2023 - Present

- Optimized and documented ServiceNow workflows to streamline cross-departmental operations, boosting ticket resolution consistency and system accuracy.
- Translated complex technical concepts into actionable guidance for clients and internal stakeholders, accelerating issue resolution and improving client comprehension.

Style Saves

Miami, FL

Public Relations Intern

June 2026 - August 2026

- Co-directed website redesign initiatives to elevate user experience while authoring Q2 newsletter content and high-engagement LinkedIn posts.
- Executed targeted donor and sponsor outreach for key fundraising efforts, delivering on-site operational management for high-profile events including the Back to School drive and exclusive donor receptions.
- Restructured sponsor and donor databases to standardize communication workflows and improve fundraising tracking accuracy.

CLIENT BASED PROJECTS

University of Miami

APC Visuals - Media Kit

Fall 2025

- Produced AP-style press materials (including news releases, media advisories, and feature articles) to secure media placements and drive brand visibility.
- Conducted targeted market research to design and launch cohesive, data-driven social media campaigns across key digital channels.

Foot Forward Foundation - Event Proposal

Spring 2026

- Architected a complete, budget-conscious event campaign in direct collaboration with foundation leadership to expand community reach.
- Designed promotional timelines, donor pitch decks, and creative assets tailored to stakeholder feedback to ensure seamless execution.

SKILLS & CERTIFICATIONS

Languages: Spanish (Native/Fluent fluency in speaking, reading, writing, and professional translation)

Technical Skills: Adobe Photoshop, Adobe InDesign, Microsoft Office, Canva, ServiceNow

Certifications & Training: Stukent Social Media Certified