

Carolina Ozi

Tampa, FL, 33606

+1 (813) 804-2115 | caroloz99@gmail.com | www.linkedin.com/in/carolina-ozzi |

Education

The University of Tampa, FL

May. 2023

Bachelor of Arts in Advertising and Public Relations, with a minor in Marketing, **Cum Laude Honors** – May 2023

Dean's List 2019-2022; Program of Study GPA: 3.88; Cumulative GPA: 3.64

Experience

MCANTA Simplified Automation

Marketing Intern part-time

July 2023 – December 2023

- Collaborated on an entirely new company website, incorporating modern design principles, user-friendly navigation, and SEO optimized.
- Partnered with Keysight company to promote a collaborate webinar across LinkedIn, turning 11% into sales qualified leads from the total audience on the launch day.
- Successfully implemented MCANTA's inaugural marketing strategy, spanning diverse channels, including blog posts, newsletters, and LinkedIn posts. This initiative continues to be executed beyond my tenure, contributing to the sustained growth of the company.

Freelancer – Content Writer and Strategist

Current client: South Tampa Immediate Care

July 2023 – present

- Pioneered the establishment of a social media presence for the healthcare clinic, building it from the ground up and strategically cultivating it establishing an audience of more than 2K followers in six months.
- Effectively managed a modest budget of \$100 for meta digital advertising, funneling audiences and optimizing content creation in alignment with platform insights and KPIs.

Tampa Museum of Art, Tampa, FL

Digital Marketing and Public Relations Intern part-time

October 2022 – May 2023

- Managed the Tampa Museum of Art's official social media accounts as for its other 5 sub accounts, creating content and getting insights from social media analytics.
- Assisted in coordinating fundraising annually assuming responsibilities including escorting and ushering guests, assisting vendors and other logistics tasks to ensure the events success.
- Doubled fundraising event attendance from 200 to 400 compared to the previous year utilizing strategic paid and organic online promotion.
- Increased Instagram followers on the museum's main account by 6.2% in 3 months, resulting in a growth of 13% by the end of the internship.

The University of Tampa, Tampa, FL

Research Assistant,

August 2021 – September 2022

- Assisted with writing portions of grant applications and providing input to scientific papers and publications.
- Spearheaded data collection through in-depth interviews with over 32 professors and graduate students. Skillfully transcribed and analyzed this qualitative data to extract valuable insights.
- Coded and meticulously managed a substantial dataset of more than 2225 Tweets using Excel, ensuring its accuracy and relevance.
- Leveraged both quantitative and qualitative data analysis techniques to derive meaningful conclusions using SPSS, reinforcing a commitment to thorough research methodologies.

Linguado, Tampa, FL (remote)

Executive Assistant Intern

May 2021 – August 2021

- Managed database with more than 200 investors' contacts, and other minor accounting duties.
- Organized meetings' agenda and internal communication, reporting them to the executive.
- Managed the executive's calendar, including making appointments, and prioritizing the most sensitive matters.

Extracurricular

- **The Zone Volunteer at Grace Family** - February 2024 - Present
- **Student Governor Representative, Distributive Education Clubs of America (DECA)** - University of Tampa, 2020
- **Global Ambassador - International Program Office** - University of Tampa, 2021
- **American Marketing Association (AMA), agency member** (2021); **Director of Research** (2022 – 2023)
- **WMNF Community Conscious Radio** – social media manager Volunteer (March – May 2021)

Publications

- Gomez-Vasquez, L., Pettigrew, L., & Dias Da Silva C. O. (2021). **Informal Learning Experiences on Social Media: The case of #MarketingTwitter**. *The Journal of Applied Instructional Design*. Vol. 10.
- Romero-Hall, E., Gomez-Vasquez, L., Forstmane, L., Ripine, C., & Dias da Silva, C. (2023). **The Complexities of Using Digital Social Networks in Teaching and Learning**. *The Open/Technology in Education, Society, and Scholarship Association Journal*, 3(1), 1–18. <https://doi.org/10.18357/otessaj.2023.3.1.48>