

# Taylor Jean Kranwinkel

Gainesville, FL

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## Summary

Driven and detail-oriented communications student at the University of Florida, pursuing a Bachelor of Science in Public Relations and Corporate Communications. Certified in Hootsuite, Muck Rack, and Google Analytics, with hands-on experience in strategic communication, social media management, and data-driven content creation. Proficient in Adobe Creative Cloud, WordPress, HTML, CSS, and Python, with a focus on optimizing digital strategies, brand engagement, and content development. Skilled in crisis communication, media relations, and leveraging analytics to refine communication efforts.

With practical experience from diverse internships and roles, I have contributed to a variety of communication efforts across different sectors. As an Accounting Intern at Plants in Design, Inc., I reduced reporting errors by 30% and helped streamline audit processes. At Smathers Libraries, I increased engagement by 35% through the design of impactful infographics and improved metadata management. As a Project Management Intern at Unyted Learning Software, I led a team in designing educational programs that impacted over 200 students. My experience also includes social media management, content creation, and improving operational efficiency through system implementations and data-driven strategies.

## Education

*Bachelor of Science in Public Relations, Corporate Communications GPA: 3.96* *May 2026*  
*University of Florida*

- Coursework in Crisis Communication & Reputation Management, Corporate Communication & Branding, Media Writing, and Strategic Communication & Campaign Planning

*Media Production, Management & Technology, Digital Film & Television* *September 2024*  
*University of Florida*

*Associate in Arts in Biology* *December 2022*  
*Miami-Dade College*

## Skills

- Social Media Management
- Crisis Communications & Media Relations
- Adobe Creative Cloud (Photoshop, Premiere Pro, InDesign)
- Microsoft Office Suite & Google Workspace
- Photography & Videography Editing
- WordPress & Web Development (Java, CSS, HTML, Python)
- SEO & Content Strategy/Branding
- Strategic Communication & Writing
- Research & Data Analysis
- HootSuite, Muck Rack, & Google Analytics (Certified)

## Experience

*Accounting Intern* *June 2024 - Present*

*Plants in Design, Inc. - Miami, FL*

- Assisted in preparing journal entries, reducing reporting errors by 30%.
- Maintained and organized metadata for financial records, streamlining audits.

*Library Assistant* *August 2023 - September 2024*

*Smathers Libraries at the University of Florida - Gainesville, FL*

- Processed and cataloged 500+ new books, reducing processing time by 20%.
- Created 15+ infographics to enhance library outreach, increasing engagement by 35%.
- Assisted in metadata management for digital archives, enhancing searchability.

*Administrative Assistant (Seasonal)* *December 2022 - January 2023*

*Plants in Design, Inc. - Miami, FL*

- Processed 300+ documents, improving organizational efficiency.
- Implemented an electronic filing system, improving record retrieval efficiency by 50%.
- Assisted in inventory management, reducing stock discrepancies by 25%.

*Summer Intern - Coding & Digital Education* *July 2022 - August 2022*

*Girls Who Code - Miami, FL*

- Designed and delivered 10+ coding workshops, mentoring 50+ students.
- Created 5+ interactive games and websites, enhancing user engagement by 45%.

*Project Management Intern - Educational Software* *July 2021/2022 - August 2021/2022*

*Unyted Learning Software - Miami, FL*

- Led a team of 5+ members to design educational programs, impacting 200+ students.
- Conducted research on effective curricula, increasing lesson effectiveness by 30%.