

# ELAINE KHOO

## COMMUNICATIONS SPECIALIST

(732) 586 - 6207



ekhoo0608@gmail.com



ekhoo.com



### PROFESSIONAL PROFILE

Communications specialist with over 2 years of experience and proven results integrating marketing and communications strategy, producing corporate newsletters, social media marketing campaigns, websites, and marketing collateral. Adept at developing and delivering comprehensive marketing and communications plans, while continually collaborating with corporate leaders and stakeholders to quantify outcomes. Possesses relentless creativity and innovation in graphic design, web development, and social media.

### EDUCATION

#### **Bachelor of Science in Public Relations (2016)**

University of Florida,  
Gainesville, Florida

#### **Associate of Arts (2012)**

Northwest Florida State  
College, Niceville, Florida

### SKILLS

Analytical Thinking  
Email Marketing  
Interpersonal Communication  
Research and Strategy  
Adobe Suite  
Google Analytics  
Hootsuite  
Qualtrics

### WORK EXPERIENCE

#### **University of Florida Transportation Institute, Marketing and Communications Specialist**

*Dec 2016 - Present*

Directed integrated marketing and communications initiatives to broaden brand awareness. Ideated progressive marketing and communications concepts. Created newsletters, websites, and marketing collateral with a focus on engaging target audiences. Developed comprehensive plans and collaborated with University relations, advisory boards, and stakeholders for final approvals. Spearheaded the launch of a new corporate website.

Selected Contributions:

- Propelled monthly newsletter readership in direct correlation with the quality of material published.
- Enhanced brand standards for the UFTI and its centers.
- Cultivated new audiences and drove new readership by 20% in 6 months.

#### **University of Florida Center for Leadership and Service, Marketing Intern**

*July 2015 - April 2016*

Crafted authentic marketing strategy involving both print media and social media efforts. Followed AP style guides, interviewed students and staff, and streamlined messaging across 20+ colleges.

Selected Contributions:

- Increased social media engagement on twitter by 10%.

#### **Southeastern Regional Medical Center, Public Affairs Internship**

*May 2014 - August 2014*

Enabled communications of internal staff and engaged external audiences using newsletters and social media. Positioned social media messaging on Facebook and Twitter. Initiated extensive reporting using an excel growth team dashboard.