

Ladashiuna "Vera" Black

CREATIVE AND DIGITAL STRATEGIST · INTEGRATED PR & ADVERTISING · UNIVERSITY OF SOUTH FLORIDA

850-284-4400 · ladashiunablack@gmail.com · verablack.link · linkedin.com/in/ladashiuna-black

PROFESSIONAL SUMMARY

Integrated PR and Advertising candidate at the University of South Florida with expertise in media kit development, SEO strategy, digital analytics, and Adobe Creative Suite, currently leading the design and development of a recruiter-facing talent platform for 50+ students. Proficient in Google Analytics, Brandwatch, SEMrush, Qualtrics, and Shopify, and seeking a strategic communications or digital marketing role where analytical rigor and design execution drive campaign results.

EXPERIENCE

Talent Book Web Designer

Jan 2026 – Present

University of South Florida · Tampa, FL

- Designing and developing a recruiter-facing digital talent platform featuring standardized profiles for 50+ advertising and PR students
- Architecting a candidate rating and engagement system to drive employer interaction and student networking outcomes
- Collaborating directly with faculty to translate program goals into a functional, publicly accessible web product

Graphic Designer

Jan 2026 – May 2026

USF Sparks Magazine · Tampa, FL

- Design and produce editorial page layouts for a published student magazine using Adobe InDesign, maintaining brand consistency across issues

Digital Marketing Student Practitioner

Jan 2025 – May 2025

Global Career Accelerator · Tampa, FL

- Designed and launched a full Shopify e-commerce website for mock brand Noz, including product pages, navigation, and checkout flow
- Developed a comprehensive media plan to optimize reach and conversion across paid and organic channels
- Executed A/B testing for promotional offers and leveraged Google Analytics to research trending SEO keywords for meta titles and descriptions

Student Practitioner

Aug 2024 – May 2026

University of South Florida · Tampa, FL

- Designed and edited digital materials using Adobe Creative Suite for real client campaigns and media kit projects. Project clients include L3Harris, Root Awakening Farm, Crisis Center of Tampa Bay, and Boys & Girls Clubs of Greater Tampa Bay
- Led and analyzed focus groups and online surveys using Qualtrics to support campaign strategy and audience research
- Utilized Brandwatch search strings for social listening and data analysis across PR and advertising campaign work

EDUCATION

B.S. Integrated PR & Advertising

University of South Florida

Expected May 2026

Associate of Arts

Tallahassee Community College

December 2023

SKILLS

SEO & ANALYTICS

Google Analytics SEMrush

Brandwatch SEO Strategy

Datawrapper

CREATIVE & DESIGN

Adobe InDesign Adobe Illustrator

Adobe Photoshop

Website Design

PLATFORMS & RESEARCH

Shopify Qualtrics A/B Testing

Media Planning

CERTIFICATIONS

Digital Marketing

Business Entrepreneurship