

Nathalia Gadea

Advertising & PR Graduate | Live Entertainment & Experiential Marketing

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EDUCATION

Lynn University - Boca Raton, FL | May 2026

Bachelor of Arts in Advertising & Public Relations | Minor in Communications

- **Awards:** AAF National Mosaic Scholarship Recipient '25 · Florida & the Caribbean NSAC Winner '25 · NSAC Finalist '25 (8th in the U.S.) · AAF 2026 Most Promising Students Semifinalist · NSAC District 4 Best Strategy Award '26
- **Honors:** Accelerated bachelor's Program · 5x Dean's List Honoree · Alpha Delta Sigma Honor Society '25 '26 (Professional Advertising Honorary Society) · Lynn Merit Scholar · Michaels Student Living Scholar · President's Honor Society.
- **Certifications:** MBTN Advertising & Web Metrics Cert. | GoogleAds: AI-Powered Shopping Ads, Search Ads, Display Ads.

University of Miami – Miami, FL | Expected Aug 2026 - Aug 2028

Master of Arts in Live Entertainment Management

CORE SKILLS

- **Marketing & Social Media Content Production:** Social Media Content Creation, Short-Form Video Editing, Digital Video Production, Sports Communication, Copywriting, Content Calendars & Scheduling, Caption Writing, Digital Asset Management, Social Media Trends Analysis, Performance Metrics Tracking, Content Packaging for Social.
- **Tools & Software:** Adobe Creative Suite, Canva, Google Workspace, Microsoft Office 365, Meta & TikTok Analytics, Google Ads, Adobe Premiere Pro, Figma, Digital Video Production and enterprise project management tools.
- **Collaboration & Leadership:** Cross-Functional Collaboration, Campaign Concept Development, Strategic Storytelling, Stakeholder Communication, Media Workflow Management, Project Coordination.
- **Languages:** Spanish (Native), English (Fluent).

WORK EXPERIENCE

NFL – *Strategist & Lead Researcher* | National Student Advertising Competition | Hybrid – Sept 2025 - April 2026

- Led audience and fan behavior research to inform campaign strategy targeting Gen Z audiences.
- Developed strategic recommendations and experiential activation concepts aligned with brand objectives.
- Collaborated with cross-functional teams to translate insights into campaign messaging and storytelling.
- Contributed to the Best Strategy Award (District 4) in the National Student Advertising Competition.

Lynn University – *Academic Affairs Intern* | Boca Raton, FL – Jan 2026 - May 2026

- Coordinated logistics and cross-functional communication for large-scale university events, including the Lynn Fashion Showcase and Celebration of the Arts.
- Managed vendor and designer partnerships in collaboration with Fashion Designers of Latin America (FDLA).
- Produced event materials including run-of-show documents, schedules, and official programs.
- Supported on-site event execution and guest experience to ensure seamless operations.

Lynn University – *Marketing, Communication & Digital Media Intern* | Boca Raton, FL – Oct 2023 – May 2026

- Managed social media content strategy, contributing to a 40% increase in engagement.
- Produced and edited short-form video content for campaigns and live events.
- Organized and maintained 100+ digital media assets to support content distribution.
- Managed content calendars, publishing schedules, and performance tracking across platforms.

Pine Tree Camps – *Social Media Intern* | Boca Raton, FL – May 2025 - Aug 2025

- Captured high-quality photo and video content across live events supporting real-time and promotional storytelling.
- Produced, edited, and scheduled 40+ social media assets, optimizing content for platform performance.
- Developed a 10-month off-season content pipeline, ensuring sustained brand visibility beyond active camp sessions.
- Executed content planning and publishing workflows, contributing to a more structured and efficient social media presence.

AT&T – *Jr. Copywriter* | National Student Advertising Competition | Hybrid – Sept 2024 - June 2025

- Wrote platform-specific copy for a national Gen Z campaign across social and experiential channels.
- Contributed to campaign concept development aligned with brand voice and audience insights.
- Collaborated with strategy and creative teams to execute integrated campaign deliverables.
- Contributed to a Top 8 national finish among 150+ universities at NSAC 2025.

CICAMEXSA/GIMANA Entertainment – *Live Events & Public Relations Intern* | Managua, Nicaragua – Feb 2021 - Aug 2023

- Supported publicity coordination and sponsorship activations for concerts with 14,000+ attendees.
- Assisted in artist relations and on-site logistics for international performers.
- Collaborated with booking and sponsorship teams to ensure brand alignment across campaigns.
- Gained hands-on experience in live event production, entertainment PR, and audience engagement.

OTHER EXPERIENCE

Content Creator — Short-Form Video Producer | Self-Managed | 2021 – Present

- Built a multi-platform brand with 40K+ TikTok followers and 5M+ likes.
- Produced and edited short-form video content optimized for TikTok, Instagram Reels, and YouTube Shorts.
- Leveraged trends and audience insights to drive engagement and content performance.
- Managed end-to-end content strategy, from ideation to publishing and analytics.

iPulse Magazine – *Staff Writer* | Boca Raton, FL – Aug 2025 - Dec 2025

- Wrote and published editorial articles using AP Style under newsroom-style deadlines.
- Conducted interviews and covered campus events for digital publication.
- Captured photo and video content supporting multimedia storytelling.