

Nathalia Gadea

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EDUCATION

Lynn University

Boca Raton, FL

Bachelor of Arts in Advertising & Public Relations | Minor in Communications | GPA: 4.00

May 2026

- **Awards/Honors:** Lynn Merit Scholarship Recipient, American Advertising Federation Mosaic Scholarship Recipient '25, 4-time Dean's List Honoree, Florida & Caribbean District 4 NSAC Winner '25, NSAC Finalist '25, Alpha Delta Sigma Honor Society (Professional Advertising Honorary Society), Pre-National Nicaragua Volleyball U19 Team.
- **Certifications:** MBTN in Advertising & Web Metrics Cert., GoogleAds AI-Powered Shopping ads Cert., GoogleAds Search Cert., GoogleAds Display Cert.
- **Relevant Coursework:** Digital Video Editing, Social Media Practices, Public Relations Planning & Strategy, Communication Strategy & Performance, Advertising and Public Relations Practice, Interpersonal and Group Communications, Social Media Analytics, Gender Communication.

WORK EXPERIENCE

Content Creator - Self-Managed - TikTok, Pinterest, Instagram.

Boca Raton, FL – 2022 - Present

- Established a personal brand across platforms, amassing over 40k followers on TikTok and generating 2.3 million impressions on Pinterest.
- Designed and executed content strategies, producing Reels and Stories that enhanced engagement and drove brand visibility.
- Utilized Canva and Capcut for content creation, ensuring high-quality visuals aligned with brand aesthetics.

Lynn University - Student & Digital Media Ambassador

Boca Raton, FL - Oct 2023 - Present

- Scheduled and managed Instagram posts, Stories, and Reels, increasing engagement by 40%.
- Assisted in brainstorming content strategies aligned with institutional branding.
- Collaborated with team members to create post-event content, highlighting key moments and achievements

- Admission Communications Support Staff

Sept 2024 - Present

- Managed inquiries from prospective students, delivering clear and concise responses while maintaining the university's professional image.
- Assisted with communications planning for events, including press release distribution and logistical coordination.
- Compiled and distributed communication materials, maintaining accuracy and attention to detail

Pine Tree Camps – Social Media intern

Boca Raton, FL – May 2025 - Present

- Produced and edited high-quality reels and promotional videos to boost engagement and effectively showcase camp experiences.
- Captured dynamic photography to create compelling social media content, highlighting daily activities, events, and special moments.
- Developed and managed comprehensive social media calendars, strategically planning year-round posts to increase brand visibility and audience interaction.

Rebel Creative Agency – Production Assistant

Delray Beach, FL – Feb 2025 - Present

- Provided critical operational support to the creative director, assisting with daily logistics, project coordination, and maintaining organizational efficiency in a fast-paced environment.
- Contributed creatively to advertising projects, actively participating in brainstorming sessions, concept development, and pre-production planning for high-impact campaigns advertisements.
- Quickly adapted to diverse tasks and responsibilities, demonstrating a proactive and resourceful approach by effectively managing client-facing preparations, maintaining venue setups, and ensuring smooth execution of day-to-day operations.

St. Mary School - Marketing Department Intern/Assistant

Managua, Nicaragua - Feb 2022 - Aug 2024

- Captured live content during events for social media platforms, ensuring alignment with the institution's branding, boosting engagement by 20%
- Collaborated on post-event strategies to highlight key moments through curated visuals.
- Designed and executed social media strategies, increasing engagement by 30% and improving event participation rates.
- Collaborated on administrative tasks, including member communications and content performance reviews.

CICAMEXSA Productions - Social Media and PR Intern.

Managua, Nicaragua - Feb 2021 - Aug 2023

- Assisted in executing sponsorship activations and promotional campaigns for large-scale events with 14,000+ attendees, ensuring brand visibility and audience engagement.
- Supported the development of partnership marketing strategies, collaborating with sponsors to enhance brand integration and customer experience.
- Managed event-related content archives and social media promotions, contributing to audience growth and increased engagement.

SKILLS & INTERESTS

- **Computer:** Google Suite, Adobe Creative Suite (Photoshop, Illustrator, Premiere), Microsoft Office Suite, Canva, Capcut
- **Core Competencies:** Social Media Strategy, Audience Engagement, Campaign Development, Press Release Writing, Media Outreach, Stat Pack Compilation, Content Creation, Instagram Reels & Stories, Engagement Strategy.
- **Languages:** Spanish (Native), English (Fluent)