VERONICA GONZALEZ

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PUBLIC RELATIONS AND COMMUNICATIONS STUDENT

Public Relations student at Florida State University with experience in public affairs, strategic communications, editorial writing, and social media content creation. Passionate about media relations, digital storytelling, and community engagement.

EDUCATION

2025-present

Florida State University

Public Relations (Communications) Major

2021-2025

Our Lady of Lourdes Academy

SKILLS

- Adobe Creative Cloud
- Canva
- CapCut
- Editorial Writing
- Google Workspace
- Microsoft Office
- Public Speaking
- Social Media Content Creation

WORK EXPERIENCE

Public Affairs and Communications Intern

City of Coral Gables, Summer 2026

- Edited and proofread press releases, newsletters, website content, and other public communications for clarity, accuracy, and consistency.
- Conducted media research and maintained media contact lists to support public affairs and community outreach initiatives.
- Pitched and presented original social media concepts during production meetings, collaborating with the Public Affairs team to execute approved campaigns.
- Presented creative concepts and communications strategies during production meetings, contributing to content planning and campaign development.
- Assisted with content creation, editorial review, and communications projects while ensuring messaging aligned with the City's brand and communication objectives.
- Attended and observed press conferences and City Commission meetings to gain insight into government communications, media relations, and public engagement.

Retail Assistant

FSU Campus Market, January 2026

- Assisted customers with purchasing university merchandise and provided product recommendations.
- Processed transactions accurately while delivering friendly, professional customer service.
- Collaborated with team members to maintain merchandise displays and support daily retail operations

Marketing Externship

Macias Creative, Summer 2024

- Observed agency operations, client meetings, and creative strategy development.
- Assisted with social media content creation and gained exposure to digital marketing workflows.