

LIV MAYROM

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EDUCATION

University of Central Florida – *BA Communication Sciences*

June 2018 – July 2021

WORK EXPERIENCE

Make-A-Wish Southern Florida – *Brand Advancement Coordinator*

March 2022 – Present

- Maintained production calendar, developed content, worked with other chapters/National office to create and refresh content, worked with outside vendors, actively covered wishes and events including live stream, photos, videos, and active posting.
- Furthered the Make-A-Wish brand: including current and potential donors, current and potential volunteers, internal constituencies, corporate donors and traditional and alternative media.
- Created graphics, wrote copy, communicated with internal teams and wish families, managed/edited the World Of Wishes podcast on all podcast platforms, and created ads for general advertising/outside vendor events.
- Increased follower count by 40% and engagement rate by 406% (~108,000 accounts/90 days) in 18 months on Instagram, making Make-A-Wish Southern Florida the most followed chapter in the country.

RE/MAX Direct – *Social Media Specialist*

November 2021 – February 2022

- Created and published content on all social media platforms, including Facebook, TikTok, and Instagram, to grow an audience, build brand awareness, and ultimately, boost sales.

Moss & Associates – *Human Resources Coordinator*

August 2021 – October 2021

- Recruiting for over 60+ positions for 5 projects across the eastern United States by reaching out to over 3,000+ previous and current employees of Moss.

John C. Hitt Library LibTech – *Technology Assistant*

September 2019 – May 2021

- Provided technical assistance for personal technology devices to access library services.

VOLUNTEER EXPERIENCE

Service-Dog Training and Education Program (STEP@UCF) – *President*

May 2020 – April 2021

- Oversaw 200+ members, ran/created meetings to advance the knowledge of the general public about disability/service dog rights, and managed seven board members.

University of Central Florida – *Teaching Assistant*

August 2019 – May 2021

- Managed and provided support to 20+ individuals in the vicinity of a classroom setting.

SKILLS

- Expert proficiency in graphic design, photography, videography, data analysis, and creative problem-solving.
- Experienced in public speaking, time management, teamwork, troubleshooting audio, video, and lighting equipment.
- **Tools used:** Salesforce, Raiser's Edge, Dropbox, SharePoint, Microsoft Office (Word, Excel, Publisher, PowerPoint, etc.), Hootsuite, GoDaddy, Constant Contact, Adobe Creative Cloud (Lightroom, Premiere Pro, Illustrator, InDesign, etc.), Social Media (Instagram, Facebook, LinkedIn, Twitter, TikTok, YouTube, Threads, GIPHY, LinkTree, and Vimeo), Canva, Dropbox, Certify, Wistia, and Opti-Signs.