

# Lena Rutzel

Philadelphia, PA

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## SKILLS

Detail-Oriented, Adaptability, Adobe Creative Suite, Microsoft Office Suite, Canva, Media Relations, Public Relations, Advertising, Social Media Marketing, Copy Editing, Account Management, Crisis Communications, AP Style, Media Kits.

## EXPERIENCE

### **Evolution Travel, Remote** - *Independently Contracted Travel Coordinator*

October 2025 - Present

- Create marketing material for social media platforms and websites to promote travel deals being offered.
- Help customers plan and execute travel opportunities by curating travel itineraries specific to the customer.

### **Wilt's Berries, Philadelphia, PA** - *Assistant Manager*

May 2025 - October 2025

- Assisted the General Manager in day-to-day operations
- Collaborated with organizations to promote the brand and give tourists a taste of Philly through food tours, festivals, and concerts
- Collaborated with the PR Coordinator to develop and curate content for TikTok and Instagram.

### **AMA UT Spartan Agency, University of Tampa** - *Vice President*

December 2023 - May 2024

- Oversaw a team of leaders and subject matter experts to analyze our client's business problem and develop a strategic solution.
- Acted as a liaison between the client and the agency and created project SOPs to ensure everything was done accurately and on time.

### **Visit Tampa Bay, Tampa, FL** - *Marketing & PR Intern*

September 2023 - December 2023

- Helped approve Tampa Bay events for the VTB website through CRM and created copy for blogs and other marketing material using storytelling tactics.
- Assisted the PR team with content ideas for social media and gathering UGC content, along with helping proofread projects such as Tampa's Table Vol. 2 and two of VTB's 2024 Calendars.
- Assisted the partnerships team with the execution of events and ensured that all guests and partners were experiencing Tampa Bay to the fullest potential.

### **Public Relations Campaigns, University of Tampa** - *PR and Media Relations Director*

August 2023 - December 2023

- Helped create and distribute media pitches and materials consistent with the brand's voice, tone, and identity for a public relations campaign. The content consisted of blogs, wide-form videos, reels, feed posts, stories, and e-newsletters.

### **AMA UT Spartan Agency, University of Tampa** - *Social Media Lead*

August 2023 - December 2023

- Led a team of SME's in creating and curating content to enhance the client's brand visibility.
- Oversaw the creation of content and scheduled the output of content to ensure quality content went out promptly.
- Monitored social media metrics and led research to determine the best ways to market brands based on trends and competitor activity.

## EDUCATION

### **University of Tampa, Tampa, FL** - *B.A. Advertising and Public Relations*

August 2020 - May 2024

The Advertising Club, American Marketing Association, PRSSA

**CERTIFICATIONS:** *Fundamentals of Media Relations*; Date Achieved: 10/09/2023