

Lena Rutzel

Philadelphia, PA

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SKILLS

Attention To Detail, 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 - *Independent Contractor*

October 2025 - Present

- Create Marketing Material for social media platforms and website 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

- Assist the General Manager in day-to-day operations
- Collaborate with organizations to promote the brand and give tourists a taste of Philly. Through food tours, festivals, and concerts
- Collaborate with the PR Coordinator to develop and curate content for social media platforms.

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