

# CALISTA SAUNDERS

Gainesville, FL 32608 | (321)626-7816 | calistasaunders@ufl.edu

## EDUCATION

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**University of Florida - Gainesville, FL | Expected May 2026**

***Bachelor of Science: Advertising***

## WORK EXPERIENCE

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**Keller Williams – Viera, FL**

***Social Media Marketing Intern | May 2025 to August 2025***

- Enhanced audience engagement through regular posting of relevant content on multiple social media platforms.

**Blue Tornado Sports – Viera, FL**

***Camp Counselor | May 2023 to August 2023***

- Enhanced camper experience by planning and executing diverse activities tailored to age groups and interests.

## EXTRACURRICULAR INVOLVEMENT

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**UF Hockey | August 2025 to present**

***Photographer, Graphic Designer***

- Responsible for capturing dynamic photos at games, practices, and team events to showcase players.
- Edit and organize images for timely use across social media and promotional materials.
- Create visually engaging graphics for game-day promotions, social media posts, and team branding.
- Ensure all designs align with UF Hockey's brand identity while enhancing audience engagement.

**PR in Sport Management | August 2025 to present**

***Creative Director***

- Led the planning and creative direction of a media day, overseeing photography, videography, and design to ensure a cohesive visual identity.
- Directed athlete photoshoots and interviews, capturing dynamic visuals that represented the team's culture.

**Advnt | August 2024 to present**

***Treasurer, Marketing Team Member***

- Aided in the creation of the content calendar for Instagram.
- Collaborated with design and copy teams to develop engaging posts.

**Delta Nu Zeta | August 2024 to present**

***Historian***

- Volunteered with multiple nonprofits such as Bread of the Mighty and Haven Hospice.
- Kept detailed records of members, including names and photographs.

**Skills:** Social media marketing, upselling, content scheduling, promotional support, customer engagement

**Certifications:** Google Analytics, Hootsuite Platform