Melina Gyftopoulos

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EDUCATION

University of Florida | Gainesville, FL **May 2028**
Bachelor of Science in Advertising, Honors Program | Agency Track | Minors: Business Administration, Public Relations

PROFESSIONAL EXPERIENCE

The Agency at the University of Florida Incoming, Spring 2027
Digital Media Coordinator | Gainesville, FL

UF Warrington College of Business January 2026 – Present
Student Assistant Marketing Specialist | Gainesville, FL

- Create Instagram and LinkedIn content for a **15.5K-follower** account that earned **4.5M Instagram views (+44.7%)** and **1,354 net new followers** in 90 days
- Monitor trending conversations to post in real time; a reactive World Cup meme reached **31.8K views** and led **20+ students** to add @ufwarrington to their bios
- Analyze reach, shares, saves and watch time to identify top-performing posts and refine pacing and creative; top Reels reached **38K–39K views**
- Recruited, briefed and edited a student creator's Reel that earned **~1.5x** the account's average engagement; audited Instagram strategy of **10 peer business schools** to recommend new formats
- Promoted from volunteer Social Media Committee member to a paid role for consistently delivering content on deadline

Strike Magazine August 2025 – Present
Social Media Director | Gainesville, FL

- Lead a team of **10 assistants** across Instagram, TikTok and Spotify promoting issue releases, events and the Strike brand
- Grew TikTok post views **301% to 52.8K in 60 days**, with likes up **392%** and shares up **298%**
- Spot TikTok and Instagram trends and adapt them for fashion content; a 12-second street-style TikTok earned **12.8K views** and **52 new followers**
- Filmed and edited Issue 16 casting call TikToks reaching **20K+ views**; plan creator-led content and local business partnerships with editorial teams

Degy Entertainment May 2026 – September 2026
Marketing Intern | Remote

- Ran SWOT, event and competitor audits for a live events company producing **3,000+ events a year**, identifying content gaps in its social strategy
- Pitched a campus creator-ambassador program with toolkit and KPIs to the Operations Director, who **forwarded it to the CEO**
- Planned, created and published weekly TikTok content with a fellow intern to grow brand visibility and engagement

Factory 360 at Cannes Lions International Festival of Creativity June 2025
Brand Activation Team | Cannes, France

- Selected as **1 of 30** UF College of Journalism and Communications students to attend, and **1 of 4** chosen to run an experiential guerrilla activation
- Engaged festival attendees face to face, driving **300+ QR code scans** with branded merch; networked with industry professionals

Hollister Co. May 2025 – August 2026
Brand Representative | Boca Raton & Coral Springs, FL

- Engaged **300+ customers per shift**, translating campaign visuals and brand tone into in-store experiences

Orange & Blue Film Festival, UF College of Journalism and Communications August 2026 – Present
Operations Team, Closing Ceremony Chair | Gainesville, FL

- Manage venue logistics, equipment and production for Florida's largest student-run film festival, an event with **3M+ Instagram engagements**; write closing ceremony scripts

SKILLS & CERTIFICATIONS

Certifications: Meta Certified Media Measurement Specialist; HubSpot Academy Social Media Marketing; Canva Essentials
Tools: Sprout Social, Meta Business Suite, Instagram Insights, TikTok Studio, Adobe, Canva, Microsoft Office (Outlook, Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides), Slack
Skills: Social listening and sentiment, trend identification, performance reporting, competitive research, short-form video editing, brand voice, creator partnerships
Interests: Musical theatre, basketball, The Traitors, hip-hop and contemporary dance