

Chloe

Contact

Chloe Weber
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About

I am a self-starter with right-brain creativity and left-brain organizational skills who is eager to learn everything about communication, both visual and written. As the definition of an ENFJ personality, I thrive in group settings and always aim to please.

Education

MASTER OF ARTS IN MASS COMMUNICATION
University of Florida
Aug. 2015 - Aug. 2016
Concentration in Web Design & Online Communication

BACHELOR OF SCIENCE IN ADVERTISING
University of Florida
Aug. 2011 - May 2015
Summa Cum Laude
Minor in Art History

Skills

Photoshop, Illustrator, InDesign
CSS3, HTML5, Javascript, jQuery, Wordpress
Hootsuite, Google Analytics, Google AdWords

Interests

color, branding, typography
social media, fashion magazines
travel, amateur photography, crafting
watercolors, testing out Pinterest recipes

Experience

CREATIVE MANAGER/COPYWRITER

The Agency at UF | *Jan. 2015 - May 2015*

- Led inaugural 12-person creative team in developing original copy and art at a student-staffed, professional-led campus agency
- Managed creative processes for five accounts through weekly meetings ensuring they were structured, on-brief and strategically sound
- Created concepts and copy for five messages used during preliminary campaign research for the Florida Department of Citrus account

ACCOUNT EXECUTIVE

UF Alpha Productions | *Aug. 2014 - May 2015*

- One of five Account Executives for the largest student-run public relations firm in Florida
- Managed five-person In-House team, which handled internal workings of the 45-member agency
- Led team in agency rebranding, social media management, content creation and member and community relations

MARKETING AND COMMUNICATION INTERN

UF College of the Arts | *Jan. 2014 - Dec. 2014*

- Wrote over 20 articles published on the college's blog, *In the Loop*, and magazine, *MUSE*, as well as on UF's website homepage
- Assisted with advertising and public relations needs, such as ad design and copywriting, press release writing and media planning
- Aided in management of social media channels, including launching Facebook ad campaign geared toward increasing graduate school applicants

ADVERTISING AND EVENTS ASSISTANT

SRQ Media Group | *May 2014 - July 2014*

- Assisted with design and copywriting needs, including writing five posts for the group's blog, *Inside the Brand*
- Aided in planning Bal Masque, SRQ's annual charity gala, with duties including outlining a marketing and social media plan and creating branded materials



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