

Kelli Danielle Eichorn

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EDUCATION

Bachelors of Science in Telecommunication

May 2015

College of Journalism and Communications, University of Florida, Gainesville, Florida
Major: Telecommunications Media and Society Minor: Anthropology
Grade Point Average: 3.70/4.00

WORK EXPERIENCE

TransPerfect Translations Project Coordinator

June 2015- Present

- Manage lifecycle of translation projects for retail/corporate communications clients, including **Victoria's Secret, Louis Vuitton, Michael Kors, and Nordstrom**, among others.
- Liaise between sales account executives and corporate departments involved in project delivery, including quality managers, desktop publishing, quality assurance and accounting.
- Establish working relationships with global contract linguists from across the globe, negotiate rates and deadlines in order to maximize profitability and project efficiency.

The Florida Fund Student Fundraiser

July 2013- December 2014

- Contacted alumni, parents, and friends of the university via the telephone to update alumni records and maintain positive alumni relations.
- Raised more than \$25,000 for UF's College of Journalism and Communications.

Max Borges Agency Public Relations Intern

May 2014- August 2014

- Created press releases and media pitches for clients including **OGIO, Wicked Audio and Misfit Wearables**.
- Built media lists, conducted targeted outreach and executed original research leveraging PR and messaging tools.
- Secured media placements across print and digital publications including *The Miami Herald, Essence* and *Newsweek*.

MEDIA EXPERIENCE

Gainesville Scene (www.gainesvillescene.com) Writer and Reporter

November 2013- May 2015

- Original reporting focused on culture, undergraduate events and Gainesville-area issues, distributing stories across social media channels including Facebook, Twitter and Instagram.

Her Campus UFL (www.hercampus.com/school/ufl) Writer, Gator Glam

August 2013- May 2015

- Developed lifestyle content, makeup, skin care and beauty, and distributed Her Campus content across social media platforms including Facebook, Twitter, Instagram and Pinterest.
- Served as marketing director on campus for online magazine and community.

Movoto Real Estate (www.movoto.com) Editorial Intern

January 2014- May 2014

- Researched, wrote and edited articles for print and digital publication, publishing real-estate and city-focused content across major metropolitan areas including Gainesville, Ft. Lauderdale, Miami, Orlando and Boca Raton.

ESPN 850/900 Gainesville Radio Intern

January 2013- June 2013

- Script development for live sports news on WRUF's ESPN Radio in Gainesville and Ocala.
- Technical chair for talk show "The Cheap Seats" talk radio program, managing social media content, distribution and analysis.

The Florida Odyssey Staff Writer

August 2012- August 2013

- Studied information on campus, around Gainesville, and in the country on UF sports, clubs and student features to create original reporting and editing for weeks publication.

WUFT Radio Reading Service Radio Reader for "All Sports" Talk Show

February 2012- April 2012

- Editorial researcher for campus, state and national sports stories, serving as on-air newsreader for listeners with visual or physical disabilities.