

RICHARD DOAN

richard.doan@ufl.edu | (954) 695-7872 | [linkedin.com/in/richarddoan1/](https://www.linkedin.com/in/richarddoan1/)

EDUCATION

University of Florida – GPA: 3.80/4.00

College of Journalism and Communications – B.S. in Telecommunication, *summa cum laude*

Warrington College of Business – B.A. in Business Administration, *cum laude*

Gainesville, FL

May 2022

May 2022

EXPERIENCE

NBCUniversal

Communications Coordinator, DEI

June 2022 – Present

Englewood Cliffs, NJ

Media and entertainment company that develops, produces and markets content worldwide – a Comcast subsidiary

- Collaborate with the editorial team and senior executives to edit internal and external copy for AP style
- Create and execute integrated communication plans to increase publicity for recruitment events and panels
- Design conference materials such as event schedules, worksheets and attendee guides with Adobe InDesign and Photoshop

Comcast NBCUniversal

Public Relations Intern

May 2021 – May 2022

Atlanta, GA

Fortune 28 global media and technology company that serves as one of the nation's largest video, Internet and phone providers

- Developed press releases to create targeted messaging for consumer audiences while pitching stories to Heartland media outlets
- Performed ongoing media research to identify relevant news contacts and create personalized media lists
- Wrote communications for internal and external audiences including blog content, newsletters and social media posts – monitored analytics for audience engagement and reach

Axogen

Corporate Communications Intern

July 2020 – May 2021

Gainesville, FL

Biotechnology company focused on the development and commercialization of nerve repair and regeneration technologies

- Rebuilt Axogen's SharePoint intranet site to distribute daily communications to 400 employees across the globe
- Wrote feature stories by interviewing company executives to spotlight business processes and scientific advancements
- Produced podcasts on company success stories with Adobe Audition, edited audio for sound clarity and seamless dialogue

LEADERSHIP & INVOLVEMENT

Public Relations Society of America – Detroit

Contributing Writer

December 2021 – Present

Detroit, MI

One of the nation's largest PRSA chapters that provides educational and career opportunities for nearly 400 local members

- Draft original blog articles to share best practices for public relations and early career communities
- Cover chapter events for digital audiences such as how to conduct fair and accurate wartime reporting in Ukraine

University of Florida Alumni Association

Florida Cicerone/Campus Tour Guide

February 2021 – May 2022

Gainesville, FL

UF organization that serves as the official liaison between prospective and current students, alumni and the greater UF community

- Guided prospective students and their families through the UF campus while sharing my individual experience as a Florida Gator
- Served as an official student host to the university president and supported athletic recruiting for the UF Athletic Association

Business College Council (BCC)

Vice President of Internal Marketing

April 2020 – April 2021

Gainesville, FL

The Warrington College of Business' governing student council that serves as the liaison between students and administration

- Counseled over 40 Warrington College of Business student organizations to create digital marketing campaigns and content calendars for increased conversions
- Managed social media presence on Facebook, Instagram and LinkedIn to promote BCC events and the BCC brand, saw 783% increase in Facebook post engagement and 625% increase in organic Instagram followers during my term
- Designed graphics and marketing collateral with Adobe Creative Cloud to encourage community engagement and awareness

ADDITIONAL INFORMATION

Technical: Advanced Google Analytics Certified, Hootsuite Platform Certified, Microsoft Excel Certified, Sprinklr Experience