

UMA RAJA

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EDUCATION

Bachelor of Science in Public Relations, University of Florida
Gainesville, FL May 2022

Master's in Mass Communication, University of Florida
Gainesville, FL December 2023

MFA in Narrative Nonfiction, University of Georgia
Athens, GA August 2024

EXPERIENCE

Student Newsroom, Society of Professional Journalists September 2023

- One of ten students selected in a national writing contest for the SPJ 2023 conference in Las Vegas
- Wrote six articles within three days in a fast-paced newsroom
- Topics included a feature on Washington Post's Dana Priest and the role of artificial intelligence in journalism

Freelance, National Geographic March 2023

- Authored an article on the threatened Florida burrowing owl, 345,000 Twitter views
- Collaborated with a senior editor to complete a scientific story within a deadline of three days
- Developed the original angle of merging a wildlife awareness story with an athletic current event

Copy Editor, Atrium Magazine August 2022-Present

- Highlighted the impact of a local nonprofit with an article published in the print edition
- Proofread print and web content in compliance with AP Style guides

Staff Writer, Strike Magazine January 2023-Present

- Crafted articles on destination travel and current fashion trends
- Worked with staff to create an innovative fashion and culture magazine

Copy Editor, The Crocodile January 2019-July 2021

- Honed creativity writing 12 satirical articles focused on University of Florida events
- Mentored four new writers and edited articles for clarity and humor

STUDY ABROAD May 2023-June 2023

Travel Reporting, University of Florida in Italy

- Composed four articles analyzing tourist attractions in Venice, Florence, Siena and Chianti
- Researched destination history and captured insights on tourism trends through storytelling

INTERNSHIPS

Public Relations Coordinator, 352Creates (UF Health Shands Arts in Medicine) July 2020 – December 2021

- Partnered with small businesses and publicized local events by writing blog articles
- Led social media marketing campaigns on Facebook, Twitter and Instagram

NONPROFIT LEADERSHIP

Communications Coordinator, Project Canis January 2021-May 2023

- Recruited and corresponded with volunteers, charter member of the organization
- Strategized techniques that resulted in 12,000 recycled-fabric toys donated to shelter animals

AWARDS OR HONORS

University of Florida Honors Program May 2022