

ORIANNA ASTAPHAN

PUBLIC RELATIONS &
INTERNATIONAL
BUSINESS

/ CONTACT

305-213-7854

oriannaastaphan@gmail.com

Website: oriannaastaphan.com

/ EDUCATION

UNIVERSITY OF MIAMI

Bachelor of Arts in Public

Relations with Minor in

Entrepreneurship

May 2021

Masters in International

Business

Dec. 2022

NOVA SOUTHEASTERN UNIVERSITY

M.B.A. in Sport Revenue Generation

Dec. 2025

/ SKILLS

Languages: Fluent in Spanish and English; Conversational Proficiency in Both

Social Media Skills

- Instagram
- Facebook
- Youtube
- Twitter
- TikTok

Technical Skills

- iMovie
- Adobe Premier
- Illustrator
- InDesign
- Adobe Photoshop
- Microsoft Word/PowerPoint/Excel

/ IN SCHOOL INVOLVMENT

PRSSA

- Public Relations Student Society of America
- Tau Sigma Honor Society
 - Transfer students who had superior academic achievement during the first term of the institution they transferred to.
- Phi Alpha Delta Law Fraternity
- Women in Business
- Real Estate and Finance Club

/ WORK & LEADERSHIP EXPERIENCE

JT'S Holy Grill | Volunteer | Homestead, FL

Dec 2019 - May 2021

- Processed customer orders and handled cash transactions efficiently during peak hours
- Developed marketing strategies for the food truck, including flyers and social media advertising.
- Took count of food and materials used at the end of day to determine items needed for the next day.

Strata | Consulting Project | Madrid, Spain

Aug 2022 - Dec 2022

- Collaborated with a small team for a consulting project for the CEO of the company on ways to achieve their goals.
- Met bi-weekly through Zoom to go over the project and showcase it to the client for approval till deadline day.
- Created a Go-to-Strategy, Market Analysis, and Analysis of Benchmark Companies and Potential Monetization Strategies for the company.
- Came up with different ideas to improve their current company that could also help them achieve their goal. Examples: best platforms to market on for this type of company, and ways to take their website to the next level.

J Astaphan & Co | Content Creator | Roseau, Dominica

Aug 2019 - Present

- Come up with new ideas/promotions to attract customers
- Attend meetings with the head of marketing and the creative board.
- Design posters and social media flyers for the company.
- Fill out the head of marketings schedule to keep it organized
- Help out with emailing back customers in the customer service department and putting in orders.