

# ELEANOR FITZGERALD

## DIGITAL & PRINT COMMUNICATIONS SPECIALIST

### CONTACT

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### EDUCATION

#### University of St Andrews

Bachelor of Arts in English (2020)

#### Univerzita Karlova (Prague, CZ)

Study abroad (Spring Semester, 2019)

### PROFESSIONAL SKILLS

Software: WordPress - Canva -  
Salesforce - Microsoft Office Suite

Writing: Creative writing -  
copyediting - research and  
analysis

Language: Spanish (professional  
working proficiency)

Social media: Instagram - Twitter  
- Facebook - TikTok - YouTube

Video and Content Production:  
iMovie - Adobe Premiere Pro -  
Adobe Photoshop, Illustrator, and  
inDesign - Photography

### INTERESTS & ACTIVITIES

Documentary filmmaking  
Creative nonfiction writing  
Musical theater  
St Andrews Photography Society  
St Andrews Water Polo Sports Club

### COMMUNICATIONS EXPERIENCE

#### Social Media Intern (India) | University of St Andrews

St. Andrews, UK | 2019 - 2020

- Designed social media campaigns for prospective students and increased online followers by 12%
- Tracked and analyzed online engagement metrics and reported key findings and trends to team members using Salesforce reporting tools
- Regularly collaborated with current students, alumni, and prospective students from India

#### Editorial Intern | Hachette UK

London, UK | June - September 2019

- Collaborated with eight authors to edit grammar, style, and tone of fiction and non-fiction manuscripts
- Researched industry trends and compiled a database of resources for the department using Excel
- Wrote thoughtful feedback emails and letters to authors submitting their work for publication
- Oversaw administrative duties for the Editor including scheduling and managing communication

#### Editor, Creative Writing | ST.ART Magazine

St. Andrews, UK | 2018 - 2019

- Edited multiple 250-1,500 word articles for bi-weekly publication in the independent, student-run, literary magazine
- Managed the logistics for photoshoots including student models, photographers, and styling for related articles
- Supported distribution efforts by co-managing social media accounts and provided thorough feedback on digital marketing materials

### ADDITIONAL EXPERIENCE

#### Client Relations Assistant | Fraser Gallery

St. Andrews, UK | January - October 2017

- Provided quality service to established and prospective clientele
- Liaised directly with multiple clients, in person and via online communication, and informed them of new acquisitions and gallery updates