

Education

Bachelor of Science in Telecommunication, Specialized in Media and Society (August 2023)

University of Florida, Gainesville, FL

- Minor in Innovation, focus on cross-disciplinary and entrepreneurial studies
- Graduate of the University of Florida's Innovation Academy
- Recipient of the Innovation Scholar Award
- GPA: 3.84/4.00, graduated Summa Cum Laude
- Sponsored research on the relationship between climbing, sustainability, and media at the University of Florida

Experience

Coach; Front Desk - Riveter Outdoor Recreation (May 2023-present)- Asheville, NC

- Engaged with the climbing community through the organization of events.
- Faced the complexity of community management with data-driven analytical research.
- Captured unique moments through photography and videography for Riveter's marketing initiatives.
- Integrated disability educational resources into Riveter's youth and diversity programs.

Social Media and Digital Content Manager; Route Setter - The Knot (2022-April 2023)- Gainesville, FL

- Utilized my creative outlook as a 5'1 climber to build challenging routes that are accessible to all.
- Managed the gym's online presence by cultivating campaigns and evaluating their overall success.
- Networked with other climbing organizations for events such as the Betabash climbing competition.
- Created interesting media content to promote The Knot's initiative to build a safe Florida climbing community.

Instructor; Party Ambassador; Front Desk - Vertical Ventures (2021-2022)- St. Pete, FL

- Instructed classes on movement, technique, and safety to all ages.
- Coordinated events and oversaw a team of staff members.
- Contributed to the organization of pride parties, women/LGBTQ+ climbing clinics, and communicated as a spokes person for the first female/non-binary-run climbing competition, Seige the Southeast.
- Used Rock Gym Pro to assist members and create an efficient workplace.

Karma Yogi; Yoga Pod Athlete - Yoga Pod (2022-2023)- Gainesville, FL

- Maintained a safe, organized, and welcoming environment for visitors.
- Acted as a communication liaison between Yoga Pod and The Knot.
- Communicated through sponsored content that highlighted how Yoga Pod has helped me as an Athlete.

Coach; Member - UF Mock Trial (2019-2022)- Gainesville, FL

- Worked as a coach for the 2021-2022 competitive season on the Litigators.
- Award-winning competitor for the nationally ranked Litigators at the University of Florida.
- Performed trial law in a competitive atmosphere to gain skills in law and public speaking.

Legal Intern - Paul Davis Restoration (2022)- Gainesville, FL

- Participated in legal team meetings by providing input from an outside perspective.
- Offered key insights into marketing job opportunities to legal professionals.
- Organized and redistributed legal contracts by creating a new online file system.
- Navigated the logistical and cultural barriers of working for an international company.

Certifications

Freelance

LinkedIn Learning

- How to sustainably manage budgets and clients; marketing and networking using online platforms.

Social Media Marketing Certification

Hootsuite

- Integrating marketing and public relations values in a digital context, while maintaining a strong community.

Premiere Pro 2022 Essential Training

LinkedIn Learning

- Harnessing the skills and knowledge necessary to take advantage of the complex video editing software.

Hootsuite Platform Certification

Hootsuite

- Trained in utilizing Hootsuite's many different online management capabilities.

Mobile Marketing Strategy

LinkedIn Learning

- Understanding and utilizing data from different online platforms, including Google Ads and Analytics.

Google Analytics

Google Analytics Academy

- Using Google Analytics to track website traffic, navigate SEO success, and understand important KPIs.

Social Media

Instagram

- @mayaferrante - Personal Instagram
- @compactclimbing - Brand Instagram, used for climbing content, photo campaigns, and videography.

LinkedIn

- Mia Ferrante - www.linkedin.com/in/miaferrante

Blog/Portfolio

- <https://www.mayaferrante.com> - Designed and managed through Wix website software.

YouTube

- @CompactClimbing - Brand Channel

The Knot Instagram

- @climbtheknot - What started as a small startup, grew into a successful gym franchise with an incredibly strong community.

Reference

Kaleigh Eadens

- Chief Marketing Officer of The Knot; Gainesville, FL
- (352) 278-1847, kaleigh@climbtheknot.com

Reference

Brian Dieterich

- General Manager of Vertical Ventures; St. Pete, FL
- (813) 300-1792, Brian@verticalventures.com