

# Cathy Belony

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## EDUCATION

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**Master of Science in Mass Communication/Global Strategic Communications** December 2022

Florida International University, Miami, FL.

- GPA: 3.92
- Honors: Dean's List

**Bachelor of Science in Communication Arts** April 2022

Florida International University, Miami, FL.

- GPA: 3.75
- Honors: Dean's List (Spring 2021 – Spring 2022)

**Associates of Arts in Mass Communication** December 2020

Broward College, Davie, FL.

*Black Professional's Network* Member and Next Steps Mentoring Program Scholar Summer 2022

## RELATED EXPERIENCE

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**Digital Marketing Intern** May 2022-Present

Great Health Works (NEW YOU)- Fort Lauderdale, FL

- Write and edit engaging, current, and accurate articles, blogs, and social media posts and SEO optimization. Assist with streamlining company social media accounts (Facebook, Twitter, Instagram, YouTube, Tik Tok, and Pinterest),
- Design website landing page templates/content, email marketing templates, PowerPoint presentations, and excel spreadsheets templates. Develop user experience strategies.
- Draft interview questions and templates for launch parties, red carpets, and tradeshow. Participate in research towards focus groups, industry moguls, social media influencers, and brand ambassadors for new product launches.
- Monitor market trends, and develop pricing strategies, marketing operations, and targeting strategies. Identify and determine creative solutions for marketing, social media, and the brand's overall outreach.
- Create content, advertising campaigns, and analyzing weekly marketing scopes through social media and email marketing. Photoshop, WordPress, Illustrator usage, and video editing.
- Develop weekly internal communication plans and external communication strategies with the New You team.

**Marketing Intern** March 2022-May 2022

GA Telesis, LLC Headquarters- Fort Lauderdale, FL

- Performed market analysis and research on the latest trends and assisted with daily administrative duties.
- Designed and presented new social media campaign ideas. Contributed to the creation of mock-ups, email campaigns, and social media content (TikTok, Instagram, Facebook, LinkedIn, and Twitter).
- Monitored all social media platforms for trending news, ideas, and feedback; including facilitating strategic communications regarding marketing/communication plans.
- Prepared detailed promotional presentations. Assisted with the planning/coordination and hosting of marketing events, charities, and tradeshow.

**Communications Specialist** January 2022-March 2022

Mai Hammad Bridal- Coral Springs, FL

- Created content and marketing campaigns on various social media platforms (TikTok, Instagram, and Facebook) and provided customer service to 10+ bridal clients every week.
- Engaged in B2C and B2B Marketing. Supported internal and external communications for client projects/engagements, marketing initiatives, and company business objectives including attending trade shows and industry functions.
- Conducted extensive primary and secondary research on business strategies. Reviewed interpretation of business data and identified opportunities based on analysis, market performance, and trends.
- Tracked key performance indicators daily.

**Intern Legal Assistant Family Law and Criminal Law**

May 2021-August 2021

Golburgh Law- Ft. Lauderdale, FL

- Facilitated firm's written and verbal communication by preparing forms, scheduling depositions, preparing discovery requests, and engaging with clients.
- Utilized Microsoft Word and Excel to maintain organizational communication.
- Handled civil documents with confidentiality, maintaining client care.

**Intern Immigration Paralegal Assistant**

December 2020-May 2021

Lewis Law PA- Tamarac, FL

- Prepared forms, requests for evidence, and organized files.
- Microsoft software usage, communicating with clients and obtaining information needed. Completed checklist for documents ready to be sent to post office.
- Updated Notice information, scanned and copy civil documents, scheduled appointments, and create folders for new clients

**President of Lambda Pi Eta Communications Honor Society**

August 2021-April 2022

Florida International University

- Primary contact for the organization, coordinating events, attending all meetings, and leadership training.
- Communicated with partnering professionals to provide opportunities for members
- Marketed the organization to other students on campus and managed the intake process for new members.
- Responsible for social media marketing (Instagram) and creating compelling presentations in Microsoft PowerPoint and budget sheets in Microsoft Excel.

**Co-President of The Haitian Student Union**

May 2021-April 2022

Florida International University

- Primary contact for the organization, facilitating written and verbal communication between sponsors and executive board members.
- Engaged in all meetings, leadership training, fundraising, event planning, and coordination.
- Facilitated digital marketing campaigns to attract new students and partnering organizations.
- Spearheaded social media marketing (Instagram) and in-person tabling.

**CERTIFICATIONS**

- Conflict Resolution and Consensus Building
- The Kopenhaver Center Leadership Boot Camp

**HARD SKILLS**

*Languages: English (Fluent), Haitian Creole (Fluent)*  
*Adobe Creative Suite*  
*Google Analytics, SEO*

*Microsoft Office- PowerPoint, Word, Excel, Outlook*  
*WordPress*  
*Okta Software (Quip, Spout Social, Hootsuite, Wrike)*