

# NADIE RAE SALADINO

## EXPERIENCE

### Customer Business Development Intern

Procter & Gamble, Cumberland, Rhode Island May 2016-Aug. 2016

- Led and developed a comprehensive personalization plan connecting beauty and family care categories, incorporated digital and print offerings estimated worth +\$1 million incremental sales
- Established opportunity to grow category through product sell-in estimated worth +\$1.7 million incremental sales

### Intern for Congressional Representative, Rep. Ted S. Yoho, DVM

Rep. Yoho's Gainesville Office, Gainesville, Florida Jan.-May 2014

- Performed public relations-centered tasks and helped with the needs of constituents on personal and legal matters pertaining to casework and campaign activities
- Assigned by Rep. Yoho's district director to assist in scheduling events for the congressman and constituent advocates to attend in the local district to further connect with constituents

### Advertising & Sales Intern

Entercom Communications Corp., Gainesville, Florida Aug.-Dec. 2015

- Worked case studies and performed marketing analysis using Nielsen; designed and strategized campaigns for potential clients; developed sales and graphic design skills and developed business and entrepreneurship experience and qualities

### Advertising and Public Relations Intern

Dance Alive National Ballet, Gainesville, Florida March 2015-present

- Worked to promote the company and assisted in planning 7 events through social media and the creation and organization of print advertisements and press releases
- Contributed marketing strategies and ideas in board meetings and networked with financial supporters of the company

### Advertising Account Executive

The Independent Florida Alligator, Gainesville, Florida May-Sept. 2015

- Created marketing proposals, met one-on-one with businesses to secure their personal advertising needs, and created and spotted advertisements
- Led account worth +\$20,000 to be advertised weekly

## EDUCATION

### Bachelor of Science in Advertising

University of Florida, Gainesville, Florida

- Pursuing a major degree in advertising with an outside interest in entrepreneurship and business related studies

## CONTACT

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Gainesville, Florida

## SKILLS

Hootsuite Certified, expert  
Adobe Creative Cloud, advanced  
Nielsen Online, advanced  
Simmons OneView, expert  
American Sign Language, working proficiency

## ACTIVITIES

Journalism & Communications Ambassadors

- Honors organization ambassador, led tours, promoted college through events, and tutored students

Ad Society at the University of Florida

- participated in professional networking; sharpened designed skills as part of a committee of creators

Danza Dance Company

- Performed, choreographed, and taught classes of 60+ dancers

