

MARISA D'AMORE

marisagracedamore@gmail.com | Tampa Bay, FL | LinkedIn: <https://www.linkedin.com/in/marisa-damore/>

PROFESSIONAL SUMMARY

Communications professional with a Master of Arts in Mass Communication (Public Relations) from the University of Florida. Experience spans internal communications, content strategy, quality assurance, website optimization, and AI-assisted business solutions. Skilled in developing audience-focused content, supporting cross-functional communication, and leveraging emerging technologies to improve digital experiences, business communications, and customer engagement.

EDUCATION

Master of Arts in Mass Communication — Public Relations Concentration

University of Florida, Gainesville, FL — December 2025

Bachelor of Science in Organizational Leadership — Minor in Communications

Southeastern University, Lakeland, FL — December 2023

Summa Cum Laude | Dean's List (2020–2023) | Sigma Chi Pi Honor Society (Top 7%)

CORE SKILLS

- **Content & Communications:** Content Strategy, Copywriting, Editing, Internal Communications, Stakeholder Messaging, Search Engine Optimization (SEO), Digital Storytelling, Public Speaking
- **AI Tools:** ChatGPT, Gemini, Claude, Codex, AI-Assisted Content Creation, AI-Assisted Brand Voice Development
- **Tools & Platforms:** Microsoft Office, Google Workspace, Squarespace, GitHub, Slack, Microsoft Teams, Zoom
- **Accessibility Testing:** Created and evaluated accessible, screen-reader-friendly content using NVDA and VoiceOver, improving clarity and usability across digital formats

CERTIFICATIONS

Google Cloud Certified Generative AI Leader — Google Cloud

May 2026

EXPERIENCE

Communications & AI Solutions Consultant — Marisa D'Amore Consulting

Apr 2026 - Present

- Conduct website content audits and implement SEO, messaging, and user experience improvements to support business growth.
- Utilize AI-powered tools, including Codex, to implement website updates, optimize page structure, and support content and SEO improvements.
- Research and evaluate AI-powered automation and customer communication solutions for small business applications.
- Implement website updates and content enhancements using Git and GitHub version control workflows.

Content Strategist & Writer — Independent Personal Platform, marisadamore.com

2018 – Present

- Build and maintain a content library of 350+ articles, leveraging SEO-informed publishing strategies to support audience growth and engagement.
- Leverage AI tools to streamline ideation, drafting, and editing, increasing content production efficiency by 40%.
- Develop content aligned with audience intent, engagement goals, and accessibility best practices.
- Manage content production independently using remote and asynchronous workflows.

QA Tester & Communications Intern — Authentic Solutions, LLC

Jan – Mar 2026

- Supported internal and B2B communications through professional correspondence, stakeholder communication, and cross-team coordination.

Editorial Intern — Mind4Youth

2023

- Contributed to editorial planning and content development for a youth-focused digital publication

Podcast Department Manager Intern — Seaside Sustainability

2023

- Coordinated podcast production schedules, including guest outreach, booking, and recording timelines
- Conducted guest interviews and supported content optimization to improve listener engagement

LEADERSHIP & ACTIVITIES

- **Guest and Panel Speaker** — Educational, nonprofit, and community organizations (communication, accessibility, storytelling)