

VIOLETTE GYSS

New York, NY (Relocating) | violettegyss@gmail.com | +1 (305) 304-6735

linkedin.com/in/violettegyss | violettegyssmultimedia.com

Authorized to work in the U.S. (Green Card holder)

SUMMARY

Bilingual (French/English) communications graduate who grew up across three continents and has always been surrounded by different cultures and languages. Experience includes PR research, social media strategy, content creation, and multimedia storytelling, including helping run focus group discussions, writing under deadline, and producing branded video content. Looking to bring that global perspective and experience through coursework, internships, and class projects to an entry-level role or internship in New York.

Public Relations • Brand Communications • Social Media Strategy • Content Creation • Writing & Editing • Audience Research • Media Relations • Adobe Premiere Pro • Adobe Photoshop • Microsoft Office • French (Native/Bilingual) • English (Fluent)

EDUCATION

Bachelor of Arts in Multimedia Journalism

Aug 2023 – May 2026

Lynn University, Boca Raton, FL | GPA: 3.7 | Accelerated Degree Scholars Program

- Magna Cum Laude, Dean's List
- Relevant Coursework: Public Relations Research, Social Media Practice, Advertising, Digital Media Strategy
- HubSpot Academy Social Media Certified (June 2025 – July 2027)

EXPERIENCE

Social Media Content Creator Intern

Sept 2025 – Jan 2026

Halo42, Boca Raton, FL

- Produced 5+ branded videos and photos weekly for Instagram and TikTok to help grow engagement for the brand
- Worked with the marketing team on weekly content planning, creating content made for each platform

Interior Design Intern

May 2025 – Aug 2025

Villa Mandarine Hotel, Rabat, Morocco

- Built mood boards and selected colors, fabrics, and materials to help create a consistent interior aesthetic, gaining experience presenting ideas in team meetings

Staff Writer

Jan 2025 – May 2025

iPulse News, Boca Raton, FL

- Conducted interviews and reported under deadline pressure, getting comfortable communicating with sources and writing on tight timelines
- Published 11 articles, building a portfolio of writing

PR & COMMUNICATIONS PROJECTS

Sol di Miami — PR & Advertising Research Project

Apr 2026 – May 2026

Lynn University, Boca Raton, FL

- Developed and presented an AI-powered fashion brand concept focused on personalized styling
- Led focus groups and interviews to evaluate consumer opinions and advertising effectiveness
- Analyzed research findings to refine campaign messaging and positioning

Social Media Campaign Project — AT&T

Oct 2024

Lynn University, Boca Raton, FL

- Worked with a team to build a social media campaign that supported the brand's goals
- Designed and sent out an audience research survey to inform engagement strategy

Documentary Production

Nov 2025 – Jan 2026

Lynn University, Boca Raton, FL

- Planned, filmed, and directed two short documentary films, conducting on-camera interviews with subjects