

Tessa Guilander

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Education

University of Miami

B.S.C. in Public Relations and Media Management, Philosophy
2027

Coral Gables, FL

December

- **GPA:** 3.813
- **Honors:** Foote Fellows Program
- **Relevant Coursework:** Legal Issues in Media Management, Freedom of Expression and Communication Ethics, PR Strategy Development

Experience

Seaside Sustainability | Marketing Analytics Intern (Remote) | Mar. 2026 – Current

- Conduct competitive analysis of sustainability nonprofits and environmental organizations to identify digital marketing, SEO, and audience engagement strategies
- Identify journalists, publications, and media outreach opportunities relevant to environmental and sustainability initiatives for pitching and relationship-building efforts
- Research emerging media trends, sustainability topics, and audience interests to support strategic messaging and content development initiatives

ALO, Aspen, CO | Sales Associate | Nov. 2024 – Aug. 2025

- Collaborated with approximately 6 team members to hit an attainable YTD goal determined by trends and events in the area in a face-paced, professional environment
- Communicated complex legal information clearly and accurately during client interactions to ensure informed decision-making ensuring strengthened client trust and professional representation
- Maintained organized records and displays in accordance to company-wide guidelines with precision and consistency

Ashurst | IP and Competition Job Simulation (Online Project) | Feb. 2026

- Researched UK intellectual laws and risk analysis to evaluate patent, copyright, and joint ownership exposure thereby delivering a client-ready internal memorandum for senior associate review
- Synthesized statutory authority and practitioner guidance to brief a partner on high-risk warrant review issues resulting in efficient, real-time legal decision-making at client premises

Skills & Activities

Language: English (Native)

Technical Skills: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, AP Style Writing

Activities: Public Relations Student Society of America, Society of Professional Journalists