

Esly Villeda Castillo

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EDUCATION

Bachelor of Science, Public Relations & Psychology

Gainesville, FL

University of Florida, College of Journalism and Communications, Honors Program

May 2028

Awards: HSF Scholar | Gates Scholar | Machen Florida Opportunity Scholar | Dean's List Fall 2024 & Spring 2025

LEADERSHIP EXPERIENCE

UF Women's Student Association (WSA) Executive Team

Gainesville, FL

Marketing Chair

May 2025 - Present

- **Reaching** 3000+ students on Instagram through graphics that promote WSA events and initiatives
- **Collaborating** with 10+ executive team members to meet needs and ensure cohesive messaging

UF Hispanic Student Association (HSA)

Gainesville, FL

Copywriting Director | Communications Cabinet

May 2025 - Present

- **Producing** high-quality captions, infographics, event descriptions, and campaign messages
- **Managing** LinkedIn to promote professional communication, gaining 5000+ organic post impressions

Graphics Director & Crowd Manager | Hispanic-Latine Student Assembly (HLSA)

July 2025 - August 2025

- **Developed** visual branded content guidelines for the annual welcome assembly with 500+ attendees
- **Garnered** 100,000+ views on Instagram and reached 12,000+ accounts within two months

UF Honors Program Luminary

Gainesville, FL

Luminary Student Ambassador

March 2025 - Present

- **Representing** the UF Honors Program to stakeholders at 5+ events, including the UF Board of Trustees
- **Educating** and serving as a point of contact for prospective students to inform enrollment decisions

Uncommon Thread Newsletter Staff Writer

November 2024 - Present

- **Conducting** 4+ professional interviews with students and alumni leaders across different fields
- **Integrating** feedback into written pieces for publication, available to 1000+ alumni and stakeholders

UF University Research Scholars Program (URSP) Board of Students

Gainesville, FL

Communications Committee Member | Undergraduate Researcher

December 2024 - Present

- **Engaging** with the 350+ URSP scholars, 3 mentees, and the Center for Undergraduate Research at UF
- **Communicating** with other URSP board committees to relay information across 4+ digital platforms

WORK EXPERIENCE

University Writing Program (UWP)

Gainesville, FL

Teaching Assistant Intern and Tutor

August 2025 - Present

- **Providing** academic support for 45+ students and faculty professors, and hosting weekly office hours
- **Training** to deliver one-on-one peer writing tutoring for undergraduate and graduate students

American Public Transportation Association (APTA)

Washington, DC

Membership Intern

June 2025 - August 2025

- **Updated** NetForum database with 1000+ records and on-boarded 10+ new members, ensuring data accuracy
- **Spearheaded** redesign and distribution of marketing materials for the APTA Student Membership program