

Sebastian Ortiz

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RELEVANT EXPERIENCE

Friends of Birmingham Botanical Gardens

Communications and Marketing Associate

Birmingham, AL
April 2022–present

- Achieved a cumulative reach of 2.2 million people across social media platforms, representing a 100% increase in audience engagement over the span of a year.
- Served as interim editor for two issues of *The Garden Dirt* magazine and the 2022 annual report during a five-month transition period as a sole team member for the Communications and Marketing department, overseeing content production, layout, and publications.
- Produced articles and photography for the award-winning magazine *The Garden Dirt*, including five feature articles, additional written contributions, and several cover photographs.
- Facilitated communication and logistical support for the Junior Board as liaison and representative of the Executive Director, ensuring collaboration and smooth execution of initiatives.
- Supported website rebrand by optimizing *bbgardens.org* for search engines, enhancing visuals with curated photos, testing user experience, and updating content to reflect the brand identity.

Grady Newsource

Anchor/Multimedia Reporter/ Producer

Athens, Georgia
August–December 2021

- Successfully created original day-turn packages & VO/VOSOTS for live broadcast
- Produced full half-hour broadcast shows while coordinating with field reporters and tech staff
- Engaged with digital audience by creating and posting content, while tracking analytics and trends

New Media Capstone

Lead Developer

Athens, Georgia
August–December 2021

- Designed augmented reality content through Apple's Reality Composer
- Curated marketing strategies for product
- Launched an interactive learning website

University of North Georgia EPA Grant
Communicator (Grant #00D882218)

Gainesville, Georgia
February–May 2019

- Crafted copywriting statements
- Maintained relationships with community partners
- Created original content for campaigns
- Present environmental concerns and empowering solutions to community members
- Promoted accessible language for scientific content

EDUCATION

University of Georgia

Athens, GA

Bachelor of Arts, Journalism

December 2021

Cognitive Science Minor, New Media Certificate

SKILLS

Strategic Communications: Internal & External Communication, Social Media Marketing and Management, Web Content Management, E-newsletter Campaigns, Search Engine Optimization, AP Style, Public Speaking

Technical Skills: Data Analysis, WordPress, HootSuite, Adobe Photoshop, Premiere Pro, InDesign, Photo/Video Production

Industry/Organizational Context: Nonprofits, Membership Engagement, Brand and Identity Management, Media Relations, Event Promotion, Community Partnerships, Accessible Science Communication, Volunteer Coordination, Budget and Financial Management

INVOLVEMENT EXPERIENCE

Birmingham Mutual Aid, Community Leader

April 2022–January 2024

- **Facilitated** meetings with organization members keeping the group on the agenda and ensuring action items were assigned to each member.
- **Established** a routine for streamlining a monthly Little Free Closet set-up, giving volunteers a structure to set up pop-up stands and hand out free clothes to unhoused individuals.
- **Created** materials to help promote mission and gather volunteer interest

Students Today Alumni Tomorrow, Treasurer

September 2018–May 2019

- **Created** annual budgets using financial management skills to allocate funds effectively, supporting 7+ member activities and alumni networking events.
- **Established** sponsorships with 5 local businesses to expand the club's financial base and foster alumni relationships.
- **Supported** event reach through promotional materials such as flyers, t-shirts, and word-of-mouth communication.

HONORS AND AWARDS

Gold Marcom Award in Publication, Marcom Awards

October 2024

Gold Hermes Award in Print Media, Hermes Creative Award

April 2024

Gold Hermes Award in Videography, Hermes Creative Award

May 2024