

Gabriel Brito

Strategic Communications | Public Relations | Social Media Strategy

Miami, FL | (305) 904-4921 | Gabriel.brito9@icloud.com | [linkedin.com/in/gabriel-brito-305-15-26gb](https://www.linkedin.com/in/gabriel-brito-305-15-26gb)

PROFESSIONAL SUMMARY

Strategic communications professional with an M.S. in Global Strategic Communications and experience supporting client-facing campaigns, public relations, social media strategy, and AI content evaluation. Skilled in translating audience insights and campaign data into messaging, content plans, and performance reports that improve visibility, engagement, and stakeholder alignment.

EDUCATION

Florida International University, Miami, FL

M.S. Global Strategic Communications, Summa Cum Laude | April 2026

B.A. Communication: Media & Design Studies, Magna Cum Laude | August 2025

CORE COMPETENCIES

Strategic Communications | Public Relations | Campaign Planning | Brand Messaging | Content Strategy | Social Media Analytics | Stakeholder Communication | Client Relations | Audience Research | Competitive Analysis | KPI Reporting | AI Content Evaluation

RELEVANT EXPERIENCE

AI Content Evaluation Specialist — Handshake AI

Remote | Jan 2026 – Current

- Evaluate AI-generated content for accuracy, clarity, reasoning quality, and alignment with complex task instructions
- Develop and review domain-specific prompts to assess LLM performance across executive, management, and professional use cases
- Conduct independent research to validate content accuracy, source quality, and task-specific evaluation criteria
- Provide structured feedback that improves output relevance, communication clarity, and completion standards

Account Executive Intern — FIU BOLD Agency

Miami, FL | May 2025 – Dec 2025

- Managed client-facing communication and campaign coordination for two FIU programs, supporting digital content, recruitment messaging, and stakeholder approvals
- Translated client goals into campaign messaging, content calendars, and recruitment materials designed to improve program visibility and audience engagement
- Spearheaded an unfunded organic LinkedIn campaign that generated 5,000+ impressions, 500+ clicks, and 170+ program page views across 11 posts, increasing visibility for graduate recruitment
- Built and presented a 12-week Instagram content calendar for COIL and Study Abroad campaigns aligned with institutional messaging and audience engagement goals
- Tracked campaign performance across FIU Global content and identified a 25% estimated increase in audience interaction over 12 weeks

Sports Coach — Soccer Shots Miami / Coral Reef Senior High School

Miami, FL | Sep 2021 – Aug 2024

- Led youth soccer and basketball programs, including 14–20 weekly soccer sessions and a JV basketball team that finished 12–2
- Implemented training plans that supported player development, teamwork, discipline, and performance improvement
- Communicated with parents, athletes, and staff to track progress, adjust strategies, and strengthen stakeholder trust

Retail Salesperson — Nordstrom

Coral Gables, FL | Sep 2019 – Mar 2020

- Built client relationships through tailored product recommendations, active listening, and customer-focused service in a high-volume retail environment

TOOLS

Google Analytics | Google Ads | Sprout Social | SEMrush | HubSpot | Canva | Adobe Creative Cloud | Bilingual: English/Spanish

CERTIFICATIONS

HubSpot Academy: Social Media Marketing, Digital Marketing | Google Ads Search | Google Analytics | SEMrush Content Marketing Principles | LinkedIn Learning: Market Research, Customer Segmentation, Consumer Behavior | CITI Human Subjects Research | Mental Health First Aid | Florida DOE Athletic Coaching Certificate