

Gabriel Brito

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EDUCATION

Florida International University
Master of Science in Global Strategic Communications

Miami, FL
April 2026

Florida International University
Bachelor of Arts in Communication, Media and Design Studies.

Miami, FL
August 2025

EXPERIENCE

AI Content Evaluation Specialist
Handshake AI

Jan 2026 - Present
Remote

- Evaluate AI-generated content for accuracy, clarity, reasoning quality, and alignment with complex task instructions
- Develop 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
- Deliver structured feedback that improves output relevance, communication clarity, and completion standards

Account Executive Intern
FIU BOLD Agency

May 2025 - Dec 2025
Miami, FL

- Managed client-facing communication and campaign coordination for two FIU programs, supporting digital content, recruitment messaging, and stakeholder approvals
- Spearheaded an unpaid 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% increase in audience interaction over 12 weeks

Sports Coach
Soccer Shots Miami / Coral Reef Senior High School

Sep 2021 - Aug 2024
Miami, FL

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

Sales Associate
Nordstrom

Sep 2019 - Mar 2020
Coral Gables, FL

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

CERTIFICATIONS

- HubSpot Academy: Social Media Marketing, Digital Marketing
- Google Ads Search, Google Analytics
- SEMrush Content Marketing Principles
- CITI Human Subjects Research
- Florida DOE Athletic Coaching Certificate

SKILLS

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

Tools and Platforms: Google Analytics, Google Ads, Sprout Social, SEMrush, HubSpot, Canva, Adobe Creative Cloud

Languages: English (Fluent), Spanish (Fluent)