

# Robert Eagle

712 S.W. 16<sup>th</sup> Ave., Apt. 104 • Gainesville, FL 32601

352.359.1600 • robertceagle@gmail.com

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## Education

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### *University of Florida*

Bachelor of Science in Public Relations with a Spanish outside concentration (Anticipated graduation: May, 2007)

## Experience

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### *Telefunder/Trainer/Manager*

*June 2005 – Present*

### *University of Florida Foundation/Florida Fund*

*Gainesville, FL*

#### **Manager**

- Received highest student promotion: manager
- Special events committee; plan events for caller appreciation including a pumpkin carving contest and a banquet
- Formalized and coordinated system for evaluating caller performance
- Recruit, interview and hire new employees

#### **Trainer**

- Train new telefundors on calling procedures and computer system

#### **Telefunder**

- Call alumni of various colleges and campaigns for the Florida Fund annual academic giving program
- Raised more than \$54,000 to date
- Quickly promoted to through calling segments to the highest giving range (\$500+/year)

### *Public Relations Specialist Intern*

*May 2006 – August 2006*

### *Glasure Group*

*St. Petersburg, FL*

- **Client: Business Area Golf Society**— Co-coordinated and implemented two golf tournaments; designed and created a promotional booklet and other materials for prospective members; through implementation of coordinated communication efforts, increased membership by 31 percent; developed a database of potential new members; designed and implemented scoring presentations for tournaments; wrote and edited press releases
- **Client: Florida Sports Hall of Fame**— Assisted in planning and conducting the 2006 Legends Dinner for hall members as well as the 2006 Induction Gala at Tropicana Field; served as a liaison between hall and members; designed signage for both events
- Copy edited aspects of Glasure Group Web site content, including the photo gallery and staff bios
- Developed business plan and presentation for an emerging product and brand called WaterGlow to be presented to a potential investor

### *Public Relations Intern*

*March 2003 – July 2003*

### *Greensboro Generals/Greensboro Prowlers*

*Greensboro, NC*

- Co-organized game night scripting and in-game promotions for sponsors, such as “chuck-a-puck” and pizza giveaways
- Designed, organized and conducted the Generals’ online game-worn jersey auction, which brought in more than \$10,000
- Assisted relations with internal and external publics during a management crisis
- Organized season-ticket seating chart and database
- Represented both teams and the Greensboro Sports Commission at the Piedmont Triad Business Showcase

### *Freelance Reporter*

*January 2006 – Present*

### *The Independent Florida Alligator*

*Gainesville, FL*

- Cover news stories of interest to the Gainesville community, and more specifically, University of Florida students

## Organizations & Awards

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### *Public Relations Student Society of America*

- Member since Fall 2005

### *President’s Honor Roll*

- Spring 2006

## Additional Skills

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- Experience working in a team setting
- Newsroom experience including writing and editing
- Proficient in Spanish
- Full working knowledge of Microsoft Office, HTML, Macromedia Flash and Adobe Photoshop