

Ana Sayuri Utida

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EDUCATION

University of South Florida | Tampa, FL

Aug 2023 - May 2027

B.A: Integrated Public Relations & Advertising

Cumulative **GPA: 3.9**

WORK EXPERIENCE

WFLA News Channel 8

Tampa, FL

Programming Intern

May 2026 - Present

- Research and pitch trending news, entertainment, lifestyle, and local stories for on-air segments and digital content.
- Develop social-first content ideas based on current trends and audience interests while supporting the Daytime brand.
- Coordinate with producers, hosts, guests, businesses, and public relations teams to plan and produce engaging television segments.
- Write guest outreach emails, segment introductions, interview questions, and promotional copy for on-air and digital content.
- Support studio and field productions through camera operation, production assistance, and cross-platform storytelling.

University of South Florida Athletics

Tampa, FL

Live Events Intern

Aug 2025 - Present

- Support live event production for NCAA Division I athletic events
- Assist in coordinating pre-game and in-game programming, ensuring smooth run-of-show execution.
- Work cross-functionally with facilities, marketing, and media teams to align messaging and audience experience.
- Contribute to audience engagement strategies and real-time event execution in a live production environment.

Bullet Agency

Miami, FL

Summer Advertising & Marketing Intern

Jun 2025 – Aug 2025

- Supported experiential and digital campaigns, contributing to content creation and storytelling across platforms.
- Collaborated with creative teams on campaign concepts, aligning visuals with audience engagement strategies.
- Conducted partnership research and built targeted outreach lists to support business development strategy.

Lexy AI

Barcelona, Spain

Summer Advertising and Public Relations Intern

May 2024 - July 2024

- Produced digital content for social media and web, strengthening visual storytelling and brand communication.
- Designed graphics using Canva and Adobe Photoshop for marketing and media use.
- Analyzed performance metrics to optimize content engagement.

ADDITIONAL EXPERIENCE

Media Operations Volunteer | Raymond James Stadium

Tampa, FL

International Soccer Events

Summer 2026

- Supported media operations for the England vs New Zealand pre-World Cup match
- Assisted with credentialed media and game-day operations for the Wrexham AFC vs Leeds United match

SKILLS

Dean's List Fall 2024, Spring 2025

Software: Microsoft Office, Canva, Adobe Photoshop, Premiere Pro, Lightroom

Content: Photography, Videography, Short-Form Video Editing, Copywriting, Social Media Content Creation

Certifications: DELE B2 (Vantage); Cambridge CAE (C1)

Languages: English (fluent), Spanish (Advanced), Portuguese (native)