

# Caden Psaras

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## EDUCATION

### University of Miami

Coral Gables, Florida

*Bachelor of Business Administration in Finance and Marketing*

May 2028

*Bachelor of Strategic Communication in Advertising*

- **GPA:** 3.87/4.0
- **Honors:** Foote Fellow Honors Student, Presidential Scholar, Kelly Ann Jones Scholar, Dean's List
- **Relevant Coursework:** Fundamentals of Finance, Foundations of Marketing, Business Analytics, Principles of Financial Accounting, Critical Thinking and Persuasion for Business, Intro to Business Law and Ethics

## WORK & LEADERSHIP EXPERIENCE

### AbbVie

North Chicago, Illinois

*Research & Development Communications Summer Worker*

June 2025 – August 2025

- Developed LinkedIn organic social content showcasing R&D achievements to 1.7 million followers, crafted LinkedIn employee advocacy posts, supporting talent acquisition for Fortune 100 Top 20 biopharma company
- Established centralized digital repository for R&D branding materials, organizing metadata in excel, uploading 15+ content toolkits and documents to AbbVie Brand Central supporting R&D Identity rebrand
- Reshaped R&D narrative, creating proof-point document, conducting competitor benchmarking, identifying messaging gaps, presenting recommendations and competitive analysis to VP of R&D Communications
- Conducted 20+ one-on-one interviews with executives across Corporate Affairs team's 6 therapeutic areas, including Senior VP of Corporate Affairs, VP of Corporate Marketing, VP of R&D Communications

### University of Miami | Social Media Team

Coral Gables, Florida

*Canes Creator*

August 2025 – Present

- Create, film, and edit two weekly organic TikTok and Instagram posts covering student life, trends, and current events, posting across University's social media pages, reaching 416.1K total followers
- Coordinate bi-weekly with social media team to evaluate analytical insights, brainstorm creative content ideas, identify upcoming trends, organize posting schedule, and establish action plans to increase engagement
- Design campaigns that align with University's brand voice and aesthetic guidelines, utilizing graphic design, videography, and photography to strengthen recognition and appeal among current and prospective students

### President's 100

Coral Gables, Florida

*Student Ambassador & Tour Guide*

March 2025 – Present

- Assist groups of 20 prospective students and families, answering questions with expertise, delivering presentations that highlight University of Miami's academic programs, campus amenities, and student life
- Lead weekly personalized interactive campus tours, sharing authentic student experiences to connect with diverse audiences, tailoring content to students' interests, fostering welcoming university environment
- Support on-campus events: admission open houses, scholarship weekends, admitted students' days, virtual tours, and private tours, managing registration, check-in, and guest flow processes, addressing visitor needs

### Student Government

Coral Gables, Florida

*Business School Liaison | Academic Liaison Council*

September 2024 – Present

- Launched dual advising system for dual degrees, coordinating meetings with University Registrar
- Advocating for student Canva Premium accounts to increase design efficiency, surveying 250+ students, presenting data-driven recommendations to University Provost, communicating with Canva representatives
- Organize leadership conference, coordinate with 15 guest speakers, plan skill-building events

## TECHNICAL SKILLS, ACTIVITIES, & INTERESTS

**Technical Skills:** Proficient in Excel, PowerPoint, Adobe Photoshop, Adobe InDesign, Canva, iMovie

**Activities:** Team Leader for Management 100, Homecoming Executive Committee, Delta Sigma Pi

**Interests:** Golf, Pickleball, Weightlifting, Travel, Social Activism, Graphic Design, Photography, Taylor Swift