

Caden Psaras

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EDUCATION

University of Miami

Coral Gables, Florida

Bachelor of Business Administration in Finance, Marketing, and Advertising

May 2028

- **GPA:** 3.9/4.0
- **Honors:** Foote Fellow Honors Student, Presidential Scholar, Kelly Ann Jones Scholar, Dean's List
- **Relevant Coursework:** Fundamentals of Finance, Digital Marketing, Business Analytics, Advertising Strategy Development, Critical Thinking and Persuasion for Business, Intro to Business Law and Ethics

WORK & LEADERSHIP EXPERIENCE

AbbVie | Research & Development Communications

North Chicago, Illinois

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 organic social content covering student life and trends across University's social media; increasing engagement to 4.2%, growing 90.4k cumulative followers, delivering \$247K in estimated media value
- 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
- Host and Producer of *The U: Unscripted*, a social-first conversation series, leading interviews with founders, creators, and alumni, fostering authentic dialogue around entrepreneurship and non-linear student paths

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 | Board of Communications

Coral Gables, Florida

Director of Communications

September 2024 – Present

- Lead a 20-member team, driving weekly strategy and initiatives reaching 12,000+ students; oversee social media and partner with campus publications to expand reach, spearhead annual report
- Advocating for student Canva Premium accounts to increase design efficiency, surveying 300+ students, presenting data-driven recommendations to University Provost, communicating with Canva representatives
- Represent Students at University Curriculum Committee, contributing to faculty discussions on university-wide academic policy, curriculum reforms; launched dual advising system for dual degrees

TECHNICAL SKILLS, ACTIVITIES, & INTERESTS

Technical Skills: Proficient in Excel, PowerPoint, Google Ads, Adobe Photoshop, Adobe InDesign, Canva

Activities: Management Teaching Assistant, Homecoming Executive Committee, Delta Sigma Pi

Interests: Golf, Pickleball, Weightlifting, Travel, Music Festivals, Graphic Design, Photography, Taylor Swift