

# INES AVILES-SPADONI, M.S.



To view my LinkedIn profile

## PERSONAL PROFILE

Experienced in strategic communication, social media management, project coordination, campaign management, and stakeholder engagement to enhance organizational visibility and achieve communication and marketing goals.

## SKILLS

- Strategic communication planning
- Social media strategy and management
- Event planning
- Writing/editing
- Leadership and managing staff
- Internal/external stakeholder engagement
- Academic services
- Quality assurance
- Technical Tools: Canva, Constant Contact, Animoto, Meta, Sprout Social, Adobe Creative Cloud, MS Office Suite, WordPress
- Bilingual (English and Spanish)
- Additional language: Italian
- Soft skills: Empathy, teamwork, self-motivated, integrity, creativity, problem-solving, building relationships, adaptability

## CONTACT INFO



352.871.1568



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## WORK EXPERIENCE

### RESEARCH PROGRAMS, COORDINATOR III

**UF Transportation Institute | Department of Civil & Coastal Engineering  
Southeastern Transportation Research, Innovation & Education Center  
(STRIDE) | August 2007 to present**

Coordinated RFPs, managed 50+ funded projects, prepared performance metrics reports, newsletters, annual reports, strategic communication plans, oversaw social media, website content, event planning, and engaged with stakeholders and visitors. Managed four staff related to communications, technology transfer/K-12 activities, administrative assistant, and graduate student. Serves as the primary liaison between the H.W. College of Engineering Marketing and Communications office and its affiliated institutes and centers.

### ACADEMIC SERVICES, COORDINATOR

**UF Department of Nuclear & Radiological Engineering  
January 2005 to August 2007**

Graduate student advising (admissions, career counseling, registration), record keeping, report generation, interpretation, and compliance with Graduate School policies, fostered industry relationships to create internships for students, served as department liaison to the H.W. College of Engineering, developed recruitment strategies, and coordinated recruitment events.

### COORDINATOR, RESEARCH PROGRAM/SERVICES & QUALITY ASSURANCE

**UF Institutional Animal Care & Use Committee/Powell Gene Therapy  
Center| November 2003 to November 2004**

Coordinated/conducted inspections of laboratory-animal research housing and facilities, followed up on non-compliance issues and created an NIH training video for animal use in labs, worked on redesigning the website, created a newsletter, and presented at grant-writing course on IACUC rules and regulations.

### ACADEMIC SERVICES, COORDINATOR

**UF Department of Animal Sciences | October 1999 to October 2003**

Graduate student advising (admissions, career counseling, registration), recruiting strategies, orientation, compliance with Graduate School policies, created promotional material for graduate program, produced content for webpage, and newsletter, served as department liaison to the UF International Center.

## ACADEMIC HISTORY

### UNIVERSITY OF FLORIDA

**Masters of Arts in Mass Communications  
August 2020 (expected graduation Fall 2024)**

Masters in Public Interest Communications  
(College of Journalism & Communications)

### UNIVERSITY OF FLORIDA

**Social Media Graduate Certificate (Summer 2024)**  
College of Journalism & Communications

### UNIVERSITY OF FLORIDA

**Post-Baccalaureate Course Work in Journalism**  
College of Journalism & Communications

### MICHIGAN STATE UNIVERSITY

**Masters of Science**

M.S., Animal Sciences

Thesis: The Use of DH42, a Propionibacterium, for the Prevention of Lactic Acidosis in Cattle

### INTER AMERICAN UNIVERSITY OF PUERTO RICO

**Bachelor of Science**

B.S., Biomedical Sciences

# INES AVILES-SPADONI, M.S.



## AWARDS & CERTIFICATES

- 2024, Social Media Graduate Certificate, University of Florida College of Journalism and Communication
- 2019, UF Strategic Communications Academy Certificate of Completion
- 2017, UF Leadership Academy Certificate of Completion
- 2016, CUTC-ARTBA Administrative Leadership Award, TRB, Washington, D.C.
- 2004, UF Superior Accomplishment Award, IFAS/College of Agriculture and Life Sciences, Gainesville, FL
- 2004, Certificate of Training, Institutional Animal Care and Use Committee, IACUC 101, Dallas, TX
- 2002, Certificate of Completion, Grammar for Journalists: The Lifeblood of the Profession (Sponsored by: Knight Division of UF College of Journalism and Communications, Ocala Star-Banner, St. Petersburg Times), Gainesville, FL

## SELECTED PROFESSIONAL ACTIVITIES

- Member, American Marketing Association, June 2024 to present
- Member, National Cooperative Highway Research Program, Panel D2044, NCHRP Project Panel on Accelerating the Application of NCHRP Research Results, 2020 to present
- Member, ABG10 - Standing Committee on Conduct of Research, 2017-2020
- Co-Chair, Subcommittee ABG20(7) Subcommittee on Joint Ahead of the Curve, 2017-2020
- TRB Committee on Women's Issues in Transportation (ABE70), Friend, 2016
- TRB Committee on Tech Transfer Committee (ABG30), Friend, 2016
- Council of University Transportation Centers (CUTC), Administrative Meeting/Session Organizer
- WTS Advancing Women in Transportation, UF Student Chapter, adviser, 2010 to present.
- WTS Advancing Women in Transportation, UF Student Chapter co-founder, 2010

## SELECTED PUBLICATIONS

- [STRIDE Project Unpacks the Promises and Challenges of Promoting Equitable Artificial Intelligence in Transportation, November 2023](#)
- [Uncovering Bias in Human Mobility Analysis through Mobile Device Location Data, January 2024](#)
- [News Study Sheds Light on How Autonomous Shuttles Impact People of All Abilities, January 2024](#)
- [Four Ways to Help Community Cats in the Summer, Medium, July 2023](#)
- University of Florida Transportation Institute, Managing Editor, Newsletter, 2012-present
- University of Florida Transportation Institute, Managing Editor, Annual Report, 2012-present
- Center for Multimodal Solutions for Congestion Mitigation (CMS) Newsletter, managing editor, newsletters: 2007-2011
- Center for Multimodal Solutions for Congestion Mitigation (CMS) Annual Reports, managing editor, annual reports: 2007-2011
- Vogiatzis, C., Yoshida, R., Aviles-Spadoni, I., and Imamoto, S., Pardalos, Panos M., "Livestock Evacuation Planning for Natural and Man-made Emergencies" Submitted to the International Journal of Mass Emergencies and Disasters on December 26, 2011
- De-coding medical info: Professor leads \$147K breast cancer study," Communicator, UF College of Journalism and Communications, spring 2007
- "Berlin Beckons: A second photojournalism course ventures overseas," Communicator, UF College of Journalism and Communications, fall 2006.