

Natalia Lima
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Zimmerman School Graduate Reminisces on Her Time as a Student

[TAMPA, Fla.] - A Zimmerman School of Advertising & Mass Communications graduate reflected on how her education equipped her with technical skills and invaluable opportunity to grow professionally and personally.

“I’ve always been drawn to communications and advertising, so this program really felt like the perfect fit, covering everything I was excited to learn about and work with,” said Teodora Tavares, who graduated with a Bachelor of Science in Integrated Public Relations and Advertising, with a minor in Mass Communications, and a certificate in Visualization & Design.

While at the Zimmerman School, Tavares’s time was marked by more than just the knowledge she gained in her classes. She reminisces on the many important relationships she built with professors and classmates and how these relationships were crucial to helping her succeed as a student.

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“My professors were incredibly supportive and always willing to share advice,” said Tavares. “I felt like they genuinely wanted to see me succeed, which made a huge difference and helped me make better decisions along the way.”

During her time at the Zimmerman School, she was actively engaged with extracurricular activities, internships, and was very dedicated to her coursework. She also took advantage of the many opportunities offered by the Zimmerman School to grow academically while gaining real-world experience.

Her experiences ultimately inspired her to pursue a Master's in Mass Communications. During the interview Tavares also explained that she is eager to build onto the foundation laid by her undergraduate experience as she continues to build her professional and academic career.

About the Zimmerman School:

The Zimmerman School of Advertising & Mass Communications at the University of South Florida offers innovative undergraduate and graduate programs in Mass Communication and Integrated Public Relations and Advertising, with concentrations in various fields. Students at the Zimmerman School benefit from hands-on training in high-tech facilities, including a virtual production studio, and gain real-world experience through internships and student-run agencies. The Zimmerman School also provides students with access to a diverse and growing community in the Tampa Bay area, offering many opportunities for personal and professional growth. Learn more at <https://www.usf.edu/arts-sciences/departments/zimmerman-school/> or contact the Z school at (813)974-4462.

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(Teodora Tavares, a graduate of the Z School, poses for a photo with her academic regalia.)