

Caroline Willard

214 Lynchburg Rd, Pilot Mountain, NC 27041 – 336.401.6359 – cmackeyw@live.unc.edu

Education

University of North Carolina at Chapel Hill

August 2017- May 2021

Bachelor of Arts, Media & Journalism (Advertising/Public Relations focus), Minor: Entrepreneurship

Overall GPA: 3.476 | Major GPA: 3.54

Experience

UNC Hussman Career Services Department, Chapel Hill, NC

August 2019-December 2019

Communication Audit Intern

- ❖ Perform communication audit for Hussman Career Services
- ❖ Write and design fact sheet to distribute to employers that are interested in the school
- ❖ Create weekly social media posts to boost engagement for events and weekly newsletter
- ❖ Create FAQ with the Director of Career Services
- ❖ Write and design student spotlights for Hussman Internal Communications

UNC-Chapel Hill Digital Literacy & Communication Lab, Chapel Hill, NC

August 2019-Present

Digital Communication Intern

- ❖ Create promotional material for department events
- ❖ Coordinate news coverage of department's Gaming Pedagogy Initiative launch in the Daily Tarheel
- ❖ Create department business card
- ❖ Organize student and alumni student spotlights
- ❖ Create professional development resources for department
- ❖ Use Wordpress to make edits and enhance DLC website

Netsertive, Morrisville, NC

May 2019-August 2019

Digital Marketing & Sales Intern

- ❖ Create blog posts to assert the Netsertive Healthcare team as thought leaders in the healthcare marketing space
- ❖ Direct, produce, edit video blogs on the healthcare marketing industry for company Youtube channel and social media accounts
- ❖ Become fully familiarized with the search engine marketing (SEM) processes and key components (Google Ads auction, strategic use of Adwords, keywords, negative keywords, Bing Ads, etc.)
- ❖ Determine and analyze the patient journey for client health systems and conduct reports on findings for clients, sales team, and operations team
- ❖ Design temporary Netsertive Healthcare landing page using Hubspot
- ❖ Aggregate contacts of potential leads for sales team

Gabrielle Shaw Communications, London, UK

January 2019- May 2019

Public Relations Intern

- ❖ Conduct research on potential clients and media leads
- ❖ Write content and copy for GSC social media accounts (Instagram, Twitter, LinkedIn, etc.)
- ❖ Assistant in logistics and set-up for the American Express Leadership Academy Global Alumni Summit 2019
- ❖ Stay on top of media coverage for clients and organization

Coulture Magazine, Chapel Hill, NC

August 2018 - Present

Social Media Marketing & Development Team Member

- ❖ Monitor the organization's social media platforms to expand Coulture's following

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- ❖ Produce high quality promotional photographs using a Canon T6i DSLR camera and Adobe Lightroom for Coulture’s Instagram
- ❖ Plan and run organization events and collaborations with other UNC organizations to promote art and design on UNC’s campus

UNC Religious Studies Department, Chapel Hill, NC

August 2017 - Present

Office Assistant & Graphic Designer

- ❖ Use Adobe Illustrator to create promotional material for upcoming events and courses
- ❖ Perform basic secretarial tasks, such as scanning and filing, to aid professors in their instruction and prepare for events in the department

UNC A Drink for Tomorrow, Chapel Hill, NC

September 2017 – November 2017

Graphic Designer

- ❖ Created an organization logo to use for promotional materials and social media platforms
- ❖ Worked with the organization’s leaders to define the purpose and goals for the design
- ❖ Interpreted feedback in order to create the final product

Ridge-Crest Senior Living Community, Mount Airy NC

August 2015 –April 2017

Server & Event Coordinator

- ❖ Planned and ran monthly dining events to increase the satisfaction and wellbeing of the community’s 120+ residents

Related Coursework

MEJO 121- Introduction to Digital Storytelling

Spring 2018

- ❖ Developed skills in webpage creation and filming to effectively convey information. Learning Adobe Illustrator has enabled me to be able to use my passion for design to make real solutions for problems, as the case for my projects for A Drink for Tomorrow and the Religious Studies Department

MEJO 445- Processes & Effects of Mass Communication

Fall 2018

- ❖ Conducted research on the effects of media on consumers that has provided me with theoretical rationale and problem-solving skills to enhance Coulture’s social media content and increase followership

ECON 125 - Introduction to Entrepreneurship

Fall 2018

- ❖ Participated in the step by step process of entrepreneurship and idea-to-product actualization

MEJO 153 - Writing & Reporting

Fall 2018

- ❖ Fine tuned my writing skills
- ❖ Learned key components of journalism writing

ECON 325 - Entrepreneurship: Principles, Concepts, Frameworks, and Fluency

Spring 2018

- ❖ Advanced knowledge of entrepreneurial cycle through the frameworks of customer insights, strategy and finance
- ❖ Visited a variety of companies in Durham, NC (ex. Durham Food Hall & McKinney) to get a better look at entrepreneurship in the Durham area

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MEJO 379 Advertising & Public Research

Fall 2019

- ❖ Created a research project on the implications of cause marketing strategies on young adults
- ❖ Used surveys, interviews and focus groups to get a variety of qualitative and quantitative data

Skills

Proficient in Adobe Illustrator, Adobe Premiere Pro, Adobe Lightroom Microsoft Word, Microsoft PowerPoint, Social Media, Graphic Design, Hubspot, Wordpress, Research Techniques