

CAROLINE CARAMAGNO

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OVERVIEW

A hard-working, detail-oriented professional with experience leveraging digital marketing skills to create content. Collaborates with cross-functional teams to develop brand narratives and engage key audience segments. Closely monitors industry and social media trends and self-starter who implements innovative approaches across platforms.

EDUCATION

BACHELOR OF ARTS, PROFESSIONAL AND PUBLIC WRITING

MICHIGAN STATE UNIVERSITY (MSU)

MAY 2020

GPA: 3.8

Awards and Honors: Dean's List (2018-2020) and National Society of Collegiate Scholars

Relevant coursework: creative writing, technical writing, content strategy, copyediting, publication management, digital video production, document design, public relations

AREAS OF EXPERTISE

- Digital marketing
- Marketing strategy
- Content creation
- Brand awareness and development
- Social media
- Audience engagement
- Team leadership
- Retail/Client relations
- Photography/Videography

TECHNICAL SKILLS

Microsoft Office (Excel, Word, and PowerPoint)

Google Suite

Certified in HubSpot Marketing Software

Hootsuite

CMS: WordPress and concrete5

Media software: Sprinklr and Cision

SEO tools: Moz and Ahrefs

Buzzsprout

Canva

Adobe Creative Suite: Photoshop, Illustrator, InDesign,

Premiere Pro, and After Effects

Adobe Acrobat

Mac OS

EXPERIENCE

BLOG WRITER, MARKETING DEPARTMENT, COVE COMMUNITIES

JULY 2020 – PRESENT

- Research topics based on an SEO strategy to create written content about real estate and hospitality, spanning three continents and over 30 communities
- Collaborate with Senior-Level Management to ensure content has strategic value for Cove's marketing efforts
- Author and publish lifestyle blogs to Cove Communities' website using WordPress

COMMUNICATIONS ASSISTANT, MARKETING DEPARTMENT,

MEDECISION

MARCH 2021 – SEPTEMBER 2021

- Curated social media posts for Instagram, Twitter, Facebook, and LinkedIn for an audience of over 12,000 followers using HubSpot and Hootsuite
- Monitored social media posts to track engagement metrics using HubSpot to increase Medecision's follower count by 2.5%
- Created internal and external campaigns to drive employee engagement and brand awareness
- Implemented a new SEO strategy for Medecision's consulting division website on over 40 pages to increase their web authority
- Revamped the promotion of the company's podcast through visual soundbites on social media using Buzzsprout
- Coordinated logistics and created detailed meeting agendas for teams across the organization, including Senior-Level Management

SOCIAL MEDIA AND CONTENT SPECIALIST, MARKETING

DEPARTMENT, COLLEGE OF ARTS AND LETTERS, MSU

AUGUST 2018 – APRIL 2020

- Created social media content for Instagram, Twitter, Facebook, and LinkedIn for an audience of over 15,000 followers
- Directed curation of social media posts that reached more than 37,000 people
- Actively monitored social media posts to track engagement insights using Sprinklr
- Wrote and edited stories for the College's website, including conducting over 50 interviews
- Led distribution of news items to the College's website using WordPress and concrete5
- Collaborated with a team in weekly meetings to produce story ideas and manage upcoming tasks
- Trained new employees by creating detailed instruction manuals to be used for future hires