

Caroline Collins

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SKILLS

- Communication, Teamwork, Problem Solving, Time Management, and Interpersonal skills
- Technical skills (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Final Cut Pro, DaVinci Resolve)
- Microsoft Office (Word, Excel, PowerPoint)
- Guest Sentiment (Paytronix, Uber Eats Management, Chatmeter, Mailchimp)

EDUCATION

Candidate for Bachelor of Arts in Communication

Expected: May 2025

University of Arkansas – Fayetteville, AR

GPA: 4.0 Chancellor's List: Fall 2021 – Spring 2024

MARKETING EXPERIENCE

Marketing Intern

June 2022 – Present

AMPEX Brands, Richardson, TX

- Monitored and crafted messages to ensure that every guest receives a timely and thorough response resulting in a 99% response rate on customer reviews
- Developed and executed new promotions including eblasts, connecting with influencers, and coordinating content calendars to ensure effective marketing efforts
- Implemented marketing campaigns through e-club management, resulting in a 98% delivery rate and average expenditure of \$8.74 per recipient
- Created compelling social media graphics and reels to enhance popularity and effectively promote products that generated a 35% increase in post engagement
- Supported app development, implementing a reward system that led to a 58.2% increase in new registrations

PROJECTS

Family Communication Video Instruction Project

May 2024

Which Parenting Style is the Most Effective?

- Produced an informational video on parenting styles, using Final Cut Pro to edit voice recordings and stock videos, showcasing strong video production skills
- Collaborated with a team to develop a script and present research findings, effectively communicating complex concepts through a well-crafted and engaging video presentation

Contemporary Communication Theory Video Instruction Project

December 2023

Communication Theory of Resilience

- Collaborated with a group to craft an engaging video that delved into the intricacies of the Communication Theory of Resilience, showcasing a comprehensive grasp of the subject matter
- Ensured the video's effectiveness by selecting clear narration, curated background music, and purposeful imagery to create a compelling educational tool