

Caroline Putnam

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1462 Bide-A-Wee Lane
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EDUCATION **B.S. Marketing** Expected graduation: May 2024
Virginia Commonwealth University (VCU), Richmond, VA

SKILLS

<u>Software:</u>		<u>Other Skills:</u>	
Canva	MailChimp	Decisive	Organized
CapCut	Microsoft Office Suite	Collaborative	Creative

EXPERIENCE **Marketing Intern, Robbins Nest Realtor, Newport News, VA**
May 2023 - November 2023

- Developed and executed a comprehensive marketing strategy across content platforms including Instagram, Facebook, and Tiktok
- Assisted owner in planning events including open houses, broker openings, client appreciation and community parties
- Digitally designed and created informational flyer's for specific events
- Utilized the BoxBrownies website to virtually stage homes for sale

Marketing Intern, NestGuard Exterminating, Newport News, VA
May 2023 - November 2023

- Created database for email campaigns and developed several email templates using MailChimp
- Collaborated with product team to improve customer retention and loyalty through personalized email campaigns and social media content (Instagram, Facebook, Tiktok)
- Created extensive list of marketing materials (flyers, customized stickers, postcards, phone wallets and magnets)

Social Media Marketing Intern, Uncle Dave's Kettle Corn, Hayes, VA
May 2022 - August 2022

- Initiate the creation of videos, flyers, and menus for social media
- Contributed to idea generation aiming to gain a stronger customer base
- Assisted customers with a plethora of inquiries

Copy Editing Intern, Blackbird (VCU), Richmond, VA
August 2021- January 2022

- Used copy editing skills and software to edit articles to be published on the Blackbird Journal
- Participated in the approval process of publishing articles to the journal

Substitute Teacher, Gloucester County Public Schools, Gloucester, VA
November 2020 - Current

- Taught middle school classes and actively assisted in grading students work
- Provided learning material and gave lectures based on lessons provided by the teacher

Retail Associate, Little England Mercantile, Hayes, VA
November 2018 - August 2020

- Participated in social media marketing through Facebook and Instagram
- Kept track of inventory and assisted customers with any product/ services questions
- Contributed to interior design decisions for the storefront

RELEVANT COURSES Marketing Principles, Marketing Brand & Strategy, Business Statistics, Creativity & Ideation, Integrated Marketing Communications, and International Marketing