CAROLINE KHOURY

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PROFESSIONAL EXPERIENCE

Roll & Render Co.
Co-Founder & Sr. Copywriter | November 2024 - Present

- Launched and co-founded an independent branding agency that specializes in freelance graphic design, copywriting, branding, and Gen Z marketing
- Led client relations and new business development to reach businesses
- Developed and led all contracts, creative briefs, and other print documents for the company
- Executed comprehensive marketing campaigns for diverse clients, enhancing audience engagement and brand recognition

Drexel University
Freelance Copywriter | February 2025 - Present

- Crafted tailored copy for Drexel's Brand Pillar Programs to enhance graduate student recruitment and engagement
- Developed content for DTC emails, video production, program headlines, and integrated print and digital campaigns
- Partnered with senior designers to elevate brand awareness and successfully launch key graduate initiatives
- Optimized copy for multiple platforms, ensuring clarity, consistency, and engagement across digital and print assets

Unique Industries, Inc.
E-Commerce Writer | April 2024 - February 2025

- Developed optimized product descriptions to drive traffic as well as short form, SEO-focused copy
- Acquired understanding of the party supply industry and targeted marketing for market audience
- Collaborated with E-Commerce and Marketing department to write attention-grabbing email marketing headlines for supply catalogs and boost clicks and sales

Moriarty's Irish Pub
Social Media Manager & UX/UI | October 2023-April 2025

- Managed the restaurant's Instagram, posting daily content
- Creating an aesthetic and cohesive Instagram style with professional photos
- Created effective hashtags to increase page visibility
- Developed short-form copy for social media posts
- Rewrote website copy and generated SEO keywords to boost site traffic

Truth & Consequences
Copywriting Intern | June 2023 - August 2023

- Focused on long and short form copy for several clients including universities and brand "I Can't Believe It's Not Butter!"
- Developed engaging headlines and subheadings for social media promotions on Instagram, Facebook, and Snapchat
- Created and optimized landing pages for rebranding projects
- Collaborated with Art Directors to ensure cohesive writing and visuals
- Interacted with clients during meetings on revisions

Neff Advertising Agency
Copywriting Intern | January 2022 - April 2022

- Created tailored copy for clients' social media accounts, aligning with diverse brand personalities
- Conducted competitive analyses as part of account management responsibilities
- Executed social media marketing strategies on Instagram, Twitter, LinkedIn, and Facebook
- Analyzed social media insights during quarterly recaps with clients
- Assisted with public relations efforts to find sources for client exposure and potential brand partnerships

Face the Art Face Painting
CEO | June 2014 - October 2024

- Volunteered for community fundraisers, nonprofit
- organizations, and benefit events while donating tips
- Managed booking services for client events
- Responsible for website design and social media marketing and advertising

EDUCATION

Temple University
Klein School of Media and Communications
BA Advertising, Copywriting

Temple University Rome
Study Abroad - Fall 2022

INVOLVEMENT

- Temple Girl Gains - Event Coordinator, 2023
- Temple University Chaarg - Small Group Coordinator, 2021-2023
- The National Society of Collegiate Scholars at Temple, 2019-2023
- Temple Ad Club (TAC), 2022-2023

SKILLS

Microsoft Office Slack Asana Google Suite Canva GoDaddy UX/UI Copywriting SEO Social Media Content Creation Advertising Google Business & Analytics Video Editing Competitive Analysis Italian Adobe Premiere Pro CRM Meta Business Figma Client Relations CEO Self-Starter Branding Illustration Painting Entrepreneur Teamwork B2B Event Planning Market Analysis Screenwriting Email Marketing Storyboarding Adaptability Project Management