

# CAROLINE KHOURY

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## PROFESSIONAL EXPERIENCE

### Truth & Consequences

Copywriting Intern | June 2023 - August 2023

- Wrote for a variety of clients; universities and big names like “I Can't Believe It's Not Butter!”
- Wrote for social media; Instagram, TikTok, and Snapchat promotions
- Worked on landing pages for rebranding clients
- Worked in tandem with Art Directors
- Interacted with clients during meetings on revisions
- Wrote long and short-form copy

### Diamond Edge Communications

Copywriter | January 2023 - April 2023

- Writing copy for Instagram for our team's client, Philly Ad Club
- Working with other agencies, such as Defy Agency
- Focusing on teamwork with a full creative team and brand strategists and account managers

### Neff Advertising Agency

Copywriting Intern | January 2022 - April 2022

- Responsible for copywriting on clients' social media accounts for a variety of brand personalities
- Account management; completed competitive analyses
- Social media marketing through Instagram, Twitter, and Facebook
- Analyzing insights from social media and participating in quarterly recaps with clients
- Assisted with PR and finding sources for client exposure and brand partnerships

### American Painters LLC.

Copywriter & UX/UI | January 2020 - April 2020

- Created and wrote landing pages for a website that was originally one page
- Utilized keywords and SEO to draw in online traffic

### Face the Art Face Painting

CEO | June 2014 - Present

- Volunteer 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

### Caroline Khoury Artworks

CEO | September 2020 - Present

- Responsible for own social media marketing and advertising
- Create customized, personalized commissions, glassware, and paintings to be sold online
- Create different creative tactics and ideas for projects

## 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](#)  
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