

Caleigh O'Toole

EXPERIENCE

Lush Life Group, Oyster Bay, NY

Social Media Coordinator, July 2023–Present

Creates engaging content utilizing graphic design skills • Conducts media outreach targeting news and influencers • Organizes weekly schedules of five accounts • Presents monthly analysis reports

Syneos Health New York, NY

Corporate Affairs Intern May, 2024–August, 2024

Assisted on multiple accounts within the division • Conducted extensive research • Created media lists for a variety of clients • Produced weekly newsletters

Magrino Public Relations, New York, NY

Travel Division Intern, June, 2023–August, 2023

Worked alongside three client teams • Organized media lists for effective contact • Contributed in bi-weekly client meetings • Monitored for client mentions across the web

Hill Communications, Syracuse University

Account Executive, September 2024–PRESENT

Working for King David's Restaurant • Scheduling and creating social media content • Dilligently manage account teams time-keeping • Brainstorming with team members for new content series.

Account Executive, September 2023–May 2024

Working for Newhouse Magazine, Digital Journalism • Scheduling and creating social media content • Dilligently manage account teams time-keeping • Effectivley track the account budget

Account Executive, January 2023–May 2023

Working for Real Chemistry • Manage the team's schedule • Ensure time-keeping is up to date • Form contact lists for perspective outreach

Account Associate, September 2022–January 2023

Worked for Newhouse PR • Brainstorm, researched and presented ideas at weekly meetings • Cultivate engaging social media content

Acropolis Realty Group, Syracuse, NY

Social Media Intern, May 2022–August 2022

Managed Instagram and LinkedIn accounts for Acropolis Realty Group • Sent weekly emails engaging with the entire firm to cultivate content • Created up-to-date graphics showcasing current listings and office events

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[Personal Website](#)

[LinkedIn](#)

EDUCATION

S.I. Newhouse School of
Public Communications

Syracuse University
Bachelors of Science:
Public Relations
May 2025

SKILLS

- Associated Press Writing Style
HubSpot Certified
Brandwatch Certified
Cision Certified
Mukrack Certified
CITI Certified
- Canva
Microsoft PowerPoint,
Word;
Adobe Creative Cloud;
InDesign, Premire,
Illustrator, Photoshop, Buffer,
Mailchimp
- GoogleHub
Office 360
Instagram, TikTok,
Snapchat, Twitter, YouTube

INVOLVEMENT

Club Volleyball
Alpha Chi Omega Sorority