

Caroline Kendrick

Communications Coordinator • carolinek.business@gmail.com • (205)-837-9334

WORK EXPERIENCE:

Breakthrough Birmingham, Communications Coordinator

Birmingham, AL November 2022-Present

- Craft engaging digital content, accomplishing a growth rate of 45% in the first year on Instagram.
- Fashion 20 pieces of content weekly for social media, including reels, stories, and carousels.
- Articulate informative quarterly newsletters using MailChimp, with a 50% open rate.
- Enhance the organization's website weekly with graphics, blogs, and informative data.
- Cultivate the yearly communication calendar using Google Calendar, Asana, Canva, and Later.
- Supervise and measure the success of campaigns utilizing data analytics from Meta and Later.
- Initiated an SEO strategy utilizing 4-8 monthly blogs with optimized keywords.

EDUCATION

Auburn University; Auburn, Alabama

Bachelor of Arts in Public Relations

Hofstra University; Long Island, New York

Transferred

AUBURN UNIVERSITY RELEVANT COURSEWORK AND INVOLVEMENT

Study Abroad: International Business in Panama October 2-8, 2022

- Exemplified professionalism in an intercultural setting through panels and business meetings.
- Learned about supply chain, commerce, finance, and marketing internationally.

International Justice Mission, Public Relations Chair Fall 2022 - Spring 2023

- Collaborated with club members during the bi-monthly meetings
- Promoted dialogues regarding advocacy events to create awareness on campus

International Buddy Program, Member Fall 2021-Spring 2022

- Assembled weekly with international students to serve as a liaison for the community
- Invested extensively into the lives and cultures of students from around the globe.

HOFSTRA UNIVERSITY INVOLVEMENT

Hofstra University Softball Team, Division 1 Athlete, Fall 2019-Spring 2021

- Engaged in team building daily to achieve unified goals
- Learned time management skills and worked diligently on short time frames under pressure.

Student-Athlete Advisory Committee, Community Service Coordinator Fall 2020- Spring 2021

- Advanced participation in community service initiatives by student-athletes.
- Developed a campaign for Hurricane Sally victims and collected and dispersed over 2,000 items

SKILLS AND CERTIFICATIONS:

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| ● Public Relations Council of Alabama Member | September 2023- Present |
| ● Growth Driven Design Certification | Completed March 2023 |
| ● Social Media Marketing Certification | Completed April 2023 |
| ● Responsible Conduct of Research | Completed January 2023 |
| ● Canva Design School | Completed December 2022 |
| ● Social Media Audits | |
| ● Adobe Creative Cloud | |