

Caleigh Russo

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EDUCATION

University of Miami

Bachelor of Science in Communication with Concentration in Journalism

Minors in Marketing and English Literature

Coral Gables, FL

Expected May 2025

- **GPA:** 3.7 / 4.0
- **Honors:** Dean's List (all semesters enrolled)
- **Relevant Coursework:** Feature Writing, Public Affairs Reporting, Digital Media Metrics, Advertising Management, Public Speaking, Understanding Media Content in the Digital Age, Creative Writing, Writing for the Digital Age, Graphic Design for Strategic Communication, Marketing Foundations, Sports and the Media, Travel Writing, Social Media Journalism, Communication Law and Policy, Interaction Design, Strategic Media Management, Media Entrepreneurship, Strategic Media Management, Seminar in News Ethics

WORK & LEADERSHIP EXPERIENCE

University of Miami

Managing Editor, Distraction Magazine

Section Editor for 'The Guide,' Distraction Magazine

Coral Gables, FL

July 2024 – Present

January 2023 – December 2023

- Lead an editorial team of 10, ensuring deadlines are met and content aligns with the magazine's vision and style guide
- Research, interview, and write feature articles for digital and print, winning the Associated College Press Feature Magazine Best of Show Award in Fall 2024
- Collaborate with writers, photographers, and designers to brainstorm content for each issue

DeepIntent

Events Marketing Intern

New York, NY

June 2024 – August 2024

- Contributed to cross-functional marketing team, producing editorial content for company blogs and visual content aligning with brand guidelines
- Assisted in planning and executing corporate and client events, utilizing digital platforms (social media, eNews, email) to promote and engage target audiences

Strategic Marketing

Events Marketing Intern

West Palm Beach, FL

June 2023 – August 2023

- Audited digital media content through SEMrush and curated calendars to align with client goals, while tracking campaign performance metrics
- Conducted research on target audiences, competitors to inform campaign strategies

SKILLS, ACTIVITIES & INTERESTS

Activities: Relay for Life Club – Experience Lead | Orange Umbrella Student Consultancy – Copywriter | Pi Beta Phi Sorority – Director of Service and Philanthropy

Technical Skills: Copywriting, Community Engagement, Marketing Analytics, Multimedia Storytelling, Search Engine Optimization, Social Media Content Strategy, Journalism, Research, Microsoft Office Suite, Figma, Adobe Photoshop/Illustrator/InDesign.

Interests: Historical Fiction Novels, Running, Pilates, European Travel Iced Coffee, Classic Rock Music

