

Caroline R. Elliott

Education

University of Georgia, Grady College of Journalism and Mass Communication

Bachelor of Arts in Journalism, with emphasis in Visual Journalism

Minor in Fashion Merchandising, New Media Certificate

GPA: 3.3

Athens, GA

August 2017

Professional Experience

Relevant Courses: Advanced Photojournalism, Documentary Photojournalism, New Media Production, New Media Design, Magazine Writing

Social Media Marketer and Consultant, Remote

January 2019-present

- Developed Instagram channel from a weekly reach of 2,000 to a weekly reach of 20,000
- Partners with brands to creatively develop new ideas that resonate with consumer base
- Identifies key customer target groups and media outlets to gain increased exposure and partnership
- Consultant for events and emerging brands, growing their sales and attendance via social media marketing strategies
- Negotiates favorable rates for sponsored posts, videos, and stories

LINX Tourism Consulting and Publishing, Intern, Istanbul, Turkey

January 2018-December 2018

- Hosted and led weekly language seminars and discussions and assisted seminar attendees with ESL skills
- Crafted and sent relevant engaging newsletter updates to subscribers weekly

Flagpole Magazine, Staff Photographer, Athens, GA

January 2017-August 2017

- Collaborated with magazine staff to create relevant visual content weekly for the magazine
- Innovated new ways to creatively capture attention and convey story themes while maintaining magazine brand identity
- Proficiency with Adobe Creative Suite

The Pageant Planet, Editorial Intern, Boston, MA

October 2015-May 2016

- Built new relationships and secured new partnerships weekly for the platform
- Created SEO optimized blog posts based on interviews with industry professionals
- Pitched story ideas during the week to the digital editorial staff, with blog ideas coming from recent news, studies or a fresh concept

Ihlas News Agency, Intern, Istanbul, Turkey

June 2015

- Edited Video clips for television broadcasts and web content
- Identified KPIs for online content using Google Analytics and social media performance analytics
- Traveled to on-site coverage locations to produce photo and video material for television broadcasts and online content
- Competence with EDIUS Pro editing software

Languages

Relevant Certification: Member of the National Language Service Corps (NLSC)

Turkish- *Fluent Proficiency*, **French-** *Elementary Proficiency*, **Spanish-** *Basic Proficiency*, **Urdu-** *Basic Proficiency*