

## CAROLINE J. WILLIAMS

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### Education

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**Southern Methodist University**, Dallas, TX August 2021 - May 2025

Bachelor of Science/Arts, Film and Media Arts (major), Communications, Advertising (minors) GPA: 3.4 / 4.0

Related Coursework: *Marketing Principles of Advertising, Digital Media*

**Institute for American Universities (IAU)**, Barcelona, Spain

August 2023 – May 2024

Related Coursework: *Communication Theory, Principles of Public Relations, Communication in Global Contexts*

### Experience

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**Factory PR**, New York, NY

Summer 2024

*Digital Public Relations Intern:* Contributed to digital PR and influencer marketing campaigns for ASOS, IKEA, and REPREEVE through research, strategy, and content support; compiled weekly and monthly reporting and analytics to identify target influencers, bloggers, and online media in designated verticals; assisted with preparation for IKEA's "Sleepeasy" press/influencer event, including compiling an invite list of over 2,000 influencers, coordinating event logistics, and conducting post-event research resulting in an impressions summary shared with the client; developed strategically led ideas for building brands via social and produced digital content for Instagram and TikTok

**J/PR**, New York, NY

Summer 2023

*Intern:* Responsible for press releases, media lists, daily clipping, and office management for global travel and hospitality PR agency; responded to various department needs, provided back-up logistical support; involved in pitch meetings; maintained Instagram stories and social media posts

**Kenny Ball Design**, Charlottesville, VA Interior Design

January 2021 – May 2022

*Intern:* Helped develop design plans; worked with clients to understand their style preferences, needs, and budgets; oversaw deliveries and client communications; responsible for firm's social media accounts

**Kappa Kappa Gamma**, Dallas, TX

January 2022 – present

*Member:* SMU chapter of national sorority, with a philanthropic focus on mental health and well-being; plan, organize, and host fund-raising events inc. volleyball tournaments, 5K, and a campus-wide carnival for fun and to raise awareness

**SMU Club Field Hockey** Dallas, TX

August 2022 – present

*Captain/ Founder:* Designed by-laws; schedule games/ tournaments against other in-state and out-of-state colleges, recruit members and assign positions; responsible for all logistical planning, transportation, and equipment; set up internal organizational systems and created a master playbook to ensure the long-term success of this club team

**Spoon University** (nation-wide food blog) Dallas, TX

January 2022 –present

*Photo Director, Co-President:* After completing training and application process, I run the social media accounts, edit photos, create blog posts, schedule and facilitate meetings, delegate responsibilities to other members; promote this easy, accessible resource and connect students from across the country

### Skills and Interests

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**Skills:** Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Final Cut Pro; Microsoft Office; MuckRack, Tagger, Canva, Fohr, Cision; Marketing and promotion on social media platforms; communication, organization, networking, and relationship building

**Language:** Spanish (high proficiency)