

Caroline Parks

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EDUCATION

Auburn University <i>Bachelor of Arts in Public Relations Communications</i> Cumulative GPA: 3.56/4.00	Auburn, AL May 2025 Dean's List: (Fall 2023 - Present)
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WORK EXPERIENCE

JMG Public Relations <i>Social Media Intern</i>	Remote January 2025 - Present
<ul style="list-style-type: none">• Create and develop social content for the JMG Instagram by researching influencers & media contacts, and drafting blog posts• Support client projects by updating reports, tracking progress, and coordinating with external teams to ensure timely execution• Contribute to strategic planning by conducting social media audits and brainstorming new content angles• Oversee intern projects, providing guidance and feedback to ensure content aligns with company objectives	
Auburn University <i>COSAM Communications & Marketing Student Employee</i>	Auburn, AL November 2024 - Present
<ul style="list-style-type: none">• Manage content across COSAM's social media platforms, creating engaging posts using Adobe Express and scheduling via Monday.com• Design original, university-approved graphics for social media & newsletter content to promote COSAM and engage its audience• Provide photography services for COSAM events, with images featured in the monthly newsletter, and assist with university video projects	
Motherly Inc. <i>Social Media Intern</i>	Remote May 2023 - August 2023
<ul style="list-style-type: none">• Crafted templates in Canva to elevate Motherly's Instagram and effectively showcase their content and articles• Scheduled weekly video uploads on Motherly's YouTube channel, leveraging VidIQ analytics to optimize reach and audience engagement• Sourced and redesigned Tweets aligned with the Motherly brand to enhance audience connections	

INVOLVEMENT EXPERIENCE

The Oaks Agency <i>Social Media Manager</i>	Auburn, AL January 2024 - December 2024
<ul style="list-style-type: none">• Collaborate with Bunkers Auburn to ensure content effectively represents their brand and meets their goals• Organize content calendars to strategically schedule engaging posts across various social media platforms while ensuring content remains aligned with target audience	
Public Relations Student Society of America <i>Active Member</i>	Auburn, AL January 2024 - Present
<ul style="list-style-type: none">• Participate in meetings, speaker panels, and agency visits	
Panhellenic Sorority, Auburn University <i>Active Member</i>	Auburn, AL August 2021 - May 2024

RELEVANT COURSEWORK

- PR Case Studies & Ethics, Style & Design in PR Messages, Multimedia Writing for PR, PR Campaigns, News Writing, Reporting, Political PR, Social Media & PR, Strategic Communication
- Well-versed in Photoshop, InDesign, Illustrator, and Adobe Express
- Completed two years of coursework in Psychology before transitioning to Public Relations