

Caroline Parks

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EDUCATION

Auburn University

Auburn, AL

Bachelor of Arts in Public Relations | Cum Laude

May 2025

- **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

WORK EXPERIENCE

JMG Public Relations

Remote

Social Media Intern

January 2025 - June 2025

- 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

Auburn, AL

COSAM Communications & Marketing Student Employee

November 2024 - April 2025

- 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.

Remote

Social Media Intern

May 2023 - August 2023

- 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

Auburn, AL

Social Media Manager

January 2024 - December 2024

- 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

Auburn, AL

Active Member

January 2024 - May 2025

- Participate in meetings, speaker panels, and agency visits

Panhellenic Sorority, Auburn University

Auburn, AL

Active Member

August 2021 - May 2024

SKILLS & INTERESTS

- Well-versed in Photoshop, InDesign, Illustrator, Adobe Express, Canva, CapCut, and WordPress
- Completed two years of coursework in Psychology before transitioning to Public Relations