



# Caroline Parks

## Aspiring Public Relations Professional

### Contact

- (404) - 788 - 4357
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- LinkedIn: Caroline Parks

### Education

Auburn University  
**Auburn, AL**

**Bachelor of Arts in Public Relations**  
Graduated May 2025

Cumulative GPA:  
**3.59/4.00**

Honors:  
**Cum Laude**

### Relevant Skills & Certifications

- Adobe Creative Skills Badge: Social Media Content
- Google Analytics Certification
- CITI Program Responsible Conduct of Research Training
- Learn HTML: Fundamentals Certification
- Learn CSS: Introduction Certification

### Work Experience

#### JMG Public Relations

*Social Media Intern*

**Remote**

January 2025 - Present

- 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**

*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

#### 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 - Present

#### Panhellenic Sorority, Auburn University

**Auburn, AL**

*Active Member*

August 2021 - May 2024