

Caroline Tibbs

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Profile

Motivated, enthusiastic, and detail-oriented marketing and communications student with a passion for creativity and a drive to succeed. Enjoy working collaboratively to bring creative visions to life. Areas of expertise include writing, social media, public relations, and photography.

Education

Bachelor of Science in Integrated Marketing Communications, *University of Mississippi*

August 2020 – May 2024
Oxford, MS

Specialization in public relations and a minor in general business
4.0 GPA for all semesters

Certificates

Fundamentals of Digital Marketing Google Skillshop

Hootsuite Platform Certified Hootsuite Academy

Business Promotion with Online Advertising Google Skillshop

Google Analytics Certified Google Skillshop

Professional Experience

Social Media Coordinator, *University of Mississippi Museum* January 2024 – present | Oxford, MS

- Develop strategic social media content - graphics, photographs, written content, and videos - for museum's Instagram, Facebook, and LinkedIn accounts
- Oversaw a 2% increase in Instagram and Facebook followers and a 170% increase in LinkedIn post impressions from January 2024 - April 2024
- Manage daily, weekly, and monthly content ideas by using a social media calendar
- Utilize Canva, Adobe InDesign, Lightroom, and Photoshop, and CapCut to create and edit graphics, photographs, and videos
- Create written and graphical content for monthly email newsletter

Communications Intern, *University of Mississippi Museum* August 2023 – December 2023 | Oxford, MS

- Developed and executed a public relations campaign, including media pitches, press releases, and event planning, to increase student engagement with the museum
- Achieved a 1,100% increase in student memberships this past semester through utilizing public relations techniques, like events and classroom pitches
- Planned a student-centered event which exceeded its attendance goal by 133%
- Created written content, graphics, and videos for museum's social media accounts

Communications Intern, *Red Window Communications* August 2022 – December 2022 | Oxford, MS

- Created social media, blog, and news story content for 13 RWC clients, including businesses in the healthcare, law, and finance fields
- Researched information for written content and social media campaigns
- Organized interviews with subjects for client website stories
- Compiled three media lists based on geographic regions

Skills

- Strategic Writing and AP Style
- Social Media Management
- Social Media Content Creation
- Adobe Programs (InDesign, Lightroom, Photoshop)
- Photography