

CAROLINE WITTENBERG

WORK/PROFESSIONAL

Chrissy Rose Photography, LLC, Milwaukee, WI

Assistant

December 2016-July 2016

As an assistant to this wedding and portrait photography studio, I manage all marketing content on a regular basis, including blog posts, e-blasts, social media advertising, and other miscellaneous writing projects.

STIR Advertising & Integrated Messaging, Milwaukee, WI

PR & Social Media Account Executive

August 2015-June 2016

As PR & Social Media Account Executive, I worked on a number of client accounts, with day-to-day responsibilities including building and updating media lists, writing campaign materials and sponsored content, weekly status calls with the client, and communication between teams. I also served on the STIR marketing team. In this role, my duties ranged from writing and distributing agency press releases, writing and uploading website content, coordinating marketing materials for new business prospects, and other marketing initiatives under the STIR name.

Due to the small company size of STIR, I often ended up jumping in on a number of miscellaneous projects as needed, which included acting as residential copyeditor and proofreader for all outgoing client work.

Hoffman York, Milwaukee, WI

Account Coordinator, Earned Media

June 2014-August 2015

After interning in two different departments, I transitioned to a full-time role as Account Coordinator in Earned Media. That role involved the coordination and execution of all campaigns, including building media lists in Cision, managing campaign materials, and pitching story ideas and campaigns, gaining placements in outlets such as USA Today, Sports Illustrated, Homeworld Business, and the Washington Post, to name a few. In addition, I collaborated with the Earned Media team on campaign efforts, and assisted in research of new vendors to help streamline the department. As a result, I developed strong Microsoft Excel, Cision, communication, and research skills, learned how to maintain and build on media relationships, and prioritize tasks to be the most time efficient.

University of Wisconsin Press, Madison, WI

Events and Publicity Coordinator

August 2012-May 2014

As the Events and Publicity Coordinator, I independently planned book signing events for over 20 authors, including all pre-event coordination and logistics as well as event follow-up. Coordination involved inviting local media to events, managing the Press's social media accounts to promote the event, and developing press distribution lists through Cision.

References available upon request.

FREELANCE /VOLUNTEER

The Brow Boutique, Madison, WI

Freelance Social Media Writer

October 2014-Present

Draft weekly social posts for this Madison-based eyebrow threading boutique. Manage the Facebook page of the establishment and maintain weekly check-ins with the client.

Ex Fabula, Milwaukee, WI

Volunteer Social Media Writer & Marketing Committee Member

March 2016-Present

Draft 5-6 weekly social posts for this non-profit organization. Manage the Facebook page and check-ins with social team. Attend marketing meetings as scheduled. Write recap event blog posts as needed.

Public Relations Society of America, Milwaukee, WI

EDUCATION

University of Wisconsin-Madison, Madison WI

B.A. in Political Science and Journalism

September 2010-May 2014

WORK PHILOSOPHY

"If your face is swollen from the severe beatings of life, smile and pretend to be a fat man."

Why is this my favorite quote? Because I believe in perseverance. I am highly motivated, quick on my feet and even quicker on paper.

CONTACT ME



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