

CAROLINE ROSE

MARKETING

CONTACT

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www.carolinerose.work/

EDUCATION

- **University of North Carolina at Charlotte**
 - B.S. Marketing Innovation & Design
 - August 2015 - May 2019
 - 3.87 GPA
- **CIS Abroad Barcelona**
 - Sports in the Economy
 - May 2017 - August 2017
 - 4.0 GPA

SKILLS & EXPERTISE

- Microsoft Office
- Google Suite
- Monday.com
- Buffer
- Salesforce
- Adobe
- Social Media
- Networking
- Leadership
- Customer Service
- Problem-Solving
- Interpreting Data

SOCIAL LINKS

- [LinkedIn](#)
- [Portfolio](#)
- [Instagram](#)

REFERENCES

Helena Holden

508-369-8844

hholden@wayfair.com

Adam Glassner

704-906-1230

adamglassner@gmail.com

WORK EXPERIENCE

The Variable Agency

Social Consultant: The NAPA Network

May 2023 - Present

- Oversaw the scheduling and real-time publishing of social media posts across various channels to ensure consistent and timely content delivery
- Led community management initiative by proactively engaging with users, responding promptly to inquiries and comments, fostering conversations, and adapting content based on audience feedback
- Organized and curated social media content, maintaining brand consistency and adhering to content guidelines
- Aligned the brand with social trends relevant to the client's target audience, identifying opportunities to align social media strategies with emerging trends
- Managed the distribution process of merchandise and PR boxes, ensuring timely delivery and maintaining accurate inventory records

Firefly

Marketing Associate

April 2022 - April 2023

- Point of Contact for all pre and post-marketing sales materials which included the development and execution of Case Studies, RFPS, and event decks utilizing KPIs
- Contributed to Firefly's largest profitable return (1.3M in ROI) of the year by creating 57 tentpole event decks in Q3-Q4 2022
- Managed and developed assets for all social media accounts and drove efficiency by developing templates and content buckets
- Utilized social media management platforms to track analytics that allowed Firefly to organically build an audience
- Supervised, negotiated, & controlled annual memberships for GoogleAds, Mail Chimp, Coverage Book, and industry memberships (DPAA, OAAA, Geopath, Brand Innovators)

Wayfair

Executive Assistant

May 2021 - April 2022

- Led day-to-day operations for 5 C-Suite Executives by managing calendars and scheduling, domestic and internal travel booking and reservations, event registrations, agenda preparation, and ad-hoc personal tasks
- Collaborator on the Influencer Initiative Platform and social media accounts
- Analyzed metrics to support target audience campaigns for the following brands: AllModern, Joss & Main, and Birch Lane
- Developed creative materials for department and team meetings, company-wide social gatherings, and stakeholder presentations
- Organized and planned department-wide events for over 300 attendees in various formats to engage in-person, remote, and hybrid employees

Southern Entertainment

Assistant Project Manager

May 2019 - May 2021

- Increased social media sales by developing and implementing the Social Ladder Brand Ambassador program
- Provided support with coordination, planning, and execution of the Carolina Country Music Festival which hosts 40,000 attendees
- Led the onboarding for approximately 300 rehires and new hire contract employees for the Carolina Country Music Festival