

CHARLIE COMMUNICATIONS

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EDUCATION

The University of Texas at Austin, Austin, TX May 2021
Bachelor of Science in Biology, GPA: 3.4

- Business Foundations Certificate, McCombs School of Business
- Health Communication Certificate, Moody College of Communications

EXPERIENCE

The Princeton Review, Austin, TX May 2020 – Present
Marketing Intern

- Conducted promotional initiatives around University of Texas at Austin campus through outreach and sales presentations
- Increased bookings growth through targeted outreach, relationship building, and social media engagement
- Liaised with the company's numerous offices around Texas to discuss, plan, and implement marketing strategies to increase social media following by 10,000 followers

UT RecSports, The University of Texas at Austin, Austin, TX August 2019 – May 2020
Digital Communications Student Assistant

- Collaborated with marketing team to create digital and social media assets to advance RecSports participation by 3%
- Designed and animated motion graphics for social media accounts including Instagram, Twitter, and RecSports website
- Partnered with videographers and photographers to develop social media campaigns (Longhorn Run, Orientation, Adventure Trips)

Ubizo Events & Tours, Cape Town, South Africa June 2019 – August 2019
Digital Marketing Intern

- Conducted marketing research, ran promotions, compiled marketing documents and updated news information
- Collaborated with community project managers to developed business plans, draft proposals, and promote programs via website
- Assisted with admin & preparation of budgets, provided periodic progress reports to staff directors for each event project

CAMPUS INVOLVEMENT

Texas 4000 for Cancer, The University of Texas at Austin, Austin, TX January 2018 – May 2019
Recruitment Chair, Team Rider

- Coordinated multiple recruitment events resulting in 150 new applicants
- Increased membership by 5% through organization outreach and an expanded print and social media campaign
- Biked to Alaska and individually raised \$5,000 for Cancer Research

Forever Texas, The University of Texas at Austin, Austin, TX September 2017 – Present
Member

- Coordinate 3-4 service opportunities per week with local non-profits for 50 person membership
- Serve as an official host of UT Austin and develop service-oriented workshop for organizations

SKILLS

Computer Skills: Proficient in Microsoft Word, Excel, PowerPoint; Familiar with R programming for statistical analysis
Languages: Fluent in French