caroline Goodwin

fashion marketing project manager

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EXPERIENCE

Fashion marketing project manager

Varsity Spirit / Memphis, TN / October 2018 – Present

Lead campaign and brand development by copywriting and distributing email and social media marketing strategies. Curated website content via WordPress while establishing brand concepts and specifications. Designed engaging and lead-generating content.

* Email types include weekly emails, daily automations, and quarterly major campaigns that resulted in $2.9 million in direct marketing attribution from email sends through lead generation.
* Social media strategies resulted in 700,000+ impressions in six months through team collaboration and introducing a weekly Instagram Story series.
* Generating new content for newly released website resulted in increase in new users, visits from existing users, and an overall lower bounce rate.
* Brand development includes aligning concepts while advocating for diversity, inclusion, and philanthropy within the industry.

Creative marketing director

The Kaleidoscope, LLC / Oxford, MS / Jan. 2018 – Aug. 2018

Reinforced business aesthetic to target markets while researching concepts and inspirations for upcoming trends, seasons, or community events. Managed business social media platforms and completed research to expand business. Designed and distributed marketing plans to managers and owners.

* Results include a $30,000 sales increase, in-store traffic, and brand recognition in six months of employment.
* Increase in 80,000+ impressions on social media from newly curated content and discount incentives while having a $0 marketing budget.

Director of public relations

Delta Gamma Fraternity / Oxford, MS / Nov. 2016 – Jan. 2018

Developed and executed monthly marketing campaigns for various groups of affiliates and nonaffiliates by maintaining overall regulations. Motivated affiliates to build positive brand awareness through community interaction, social media presence. Designed cross-channel social media strategy and website content.

* Results include an ongoing partnership with DIFF Charitable Eyewear that lead to national exposure and local charitable giving that aligned with brand’s philanthropic mission.
* Increase in social media followers and engagement through the establishment of newly designed messaging and content, while having a $0 marketing budget.
* Received Excellence in Communications and Outstanding Technology Awards from Delta Gamma Fraternity and Ole Miss Panhellenic.

education

*Bachelor of science* Integrated marketing communications

Business Administration Minor Public Relations Specialization

University of Mississippi

Oxford, MS

2014 - 2018

key SKILLS

Content Marketing and Creation

Campaign Management

Brand Development

Social Media Marketing

Email Marketing

Data Literacy

Copywriting & Editing

Market Research

awards

excellence in communications

Delta Gamma Fraternity Executive Offices

2018

OUtstanding technology award

Delta Gamma Fraternity Executive Offices

2018