

CAROLINE JANES

CREATIVE CONTENT + MARKETING IN AUSTIN, TX

CONTACT

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EDUCATION

BS in Advertising, May '20
Texas State University
Summa Cum Laude
College of Fine Arts
Council of Scholars

SKILLS

Content Creation
Creative Strategy
Adobe Suite
Social Media Management
Analytics
Graphic Design
Paid Social
Email Marketing
Product Photography
Brand Storytelling
SEO
Google Ads Search Certified

Social Media Manager + Marketing Coordinator

Precision Camera & Video | April 2021 - present

- Content creation across Instagram, Facebook, Twitter, TikTok and YouTube, (organic and paid) while growing engagement and following including 25% growth on Instagram and 18% growth on Facebook
- Community engagement including influencer relationships and giveaways
- Email marketing campaign creation and strategy via Mail Chimp with open rate growth from 9% to 25%
- Graphic design assistance, communicated with advertising leads, and webpage updates as needed
- Event planning + management to drive store traffic

Creative Marketing Lead

Jettset Local | May 2020 - Feb. 2021

- Product design and product photography
- Content creation, scheduling and influencer management for Facebook and Instagram (paid + organic), while growing engagement and followers
- Blog management including a specialized series
- Redesigned and maintained website through Wix
- Designed promotional materials and email marketing campaigns

Graphic Design Intern

Jayjun International | Sept. 2020 - Feb. 2021

- Designed promotional materials including email campaigns, website banners, social media assets, and product photography

Art Director

National Student Advertising Competition | Nov. 2019 - May 2020

- Collaborated with other creatives and designers to execute a creative and diverse B2B advertising campaign across several platforms

Editorial Intern

Austin Monthly Magazine | Sept. - Dec. 2019

- Wrote articles about Austin for Austin Monthly's website on deadlines
- Performed meticulous fact checks for articles for the magazine by emailing or calling sources

Marketing & Social Media Intern

Margin Walker | Jan. - May 2019

- Created content for Instagram, Facebook and Twitter to promote upcoming concerts and artists
- Created live content during concerts
- Corresponded via email regarding ticket counts and promotions for different concerts