

# Caroline Miller

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## EDUCATION

*East Carolina University, Greenville, NC*

Master of Business Administration

December 2017

Bachelor of Science in Business Administration, Marketing

December 2014

## EMPLOYMENT

**Common Wealth Charlotte, Charlotte, NC**

August 2022 - Present

*Marketing & Communications Manager*

- Developed and executed robust marketing and PR plans targeting new clients through grassroots and traditional efforts.
- Orchestrated 40 community events, managing logistics, budgets, and sponsor engagements.
- Formalized and managed relationships with 100+ community and nonprofit partners.
- Directed digital newsletter outreach to engage past and present clients (7,595 distribution) and volunteers (423 distribution).
- Managed social media content across all platforms and created graphics using Canva.
- Contributed to commonwealthcharlotte.org content through Squarespace.
- Created promotional toolkits for partners and coordinated logistics for a podcast series on financial challenges.

## Career Break

*Local Loaf, Dover Vineyards, and Queen City Organizing*

January 2022 - August 2022

Took a personal career break to focus on self-exploration, uncovering hidden strengths, and enhancing existing capabilities. During this period:

- Worked at a local restaurant, providing exceptional service to customers and enhancing their dining experience.
- Gained valuable insights into farming practices while tending to grapes in a vineyard.
- Utilized organizational skills with a professional home organizing company, contributing to efficient and effective space management.

**SHARE Charlotte, Charlotte, NC**

September 2017 - December 2021

*Marketing & Event Operations*

- Provided marketing and operational support for three community-wide giving campaigns with 400+ nonprofit partners.
- Developed and managed event-specific promotional materials and conducted grassroots marketing initiatives.
- Secured donations from local businesses and managed promotional swag items.
- Analyzed pre- and post-campaign data for storytelling and reporting purposes.

- Led event logistics and managed relationships with vendors and attendees.
- Oversaw monthly metric audits and contributed to a weekly newsletter with 30,000+ subscribers.
- Managed an online job board and a private Facebook group for local nonprofits.

**YMCA of Greater Charlotte, Charlotte, NC** June 2014 – August 2014

*Marketing & Communications Assistant, Community Development Office*

- Managed Facebook marketing for summer programs and assisted with volunteer recruitment presentations.
- Conducted interviews and created editorial content for newsletters and social media.
- Collected and interpreted research data for marketing purposes and recruited volunteers for brand ambassador initiatives.

**Salem Baking Company, Winston-Salem, NC** May 2013 - December 2013

*Administrative Assistant*

- Implemented a new inventory system for 3,300+ items using Stitch Labs.
- Utilized the MAS System to gather bill of materials.
- Abstracted information from customer contracts and agreements.
- Assisted Accounts Receivable through collection calls.
- Acted as the company contact for insurance agency during incident management.
- Verified and approved merchandise and invoices for payment.

**Dewey's Bakery, Winston-Salem, NC** May 2012 - August 2013

*Customer Service Representative*

- Assisted customers with product selection and event planning.
- Consulted with customers on custom orders and fulfillment needs.
- Engaged with customers and fulfilled orders as required.

**Capture Value, Winston-Salem, NC** May 2010 - June 2010

*Marketing Intern*

- Conducted grassroots promotional marketing initiatives targeting local businesses' patrons.
- Assisted with client data tracking.
- Managed local and online promotions for upcoming events.

## SKILLS

- Proficient in Office365 and G-Suite for efficient office management and collaboration.
- Skilled in Canva Content Creator for designing graphics and marketing materials.
- Experienced in Mailchimp for creating engaging newsletters and managing email campaigns.
- Familiar with Close CRM Platform for effective customer relationship management.
- Familiar in HubSpot CRM Platform for organizing and tracking client interactions.
- Competent in Asana Project Management for task organization and team collaboration.

- Proficient in Zoom Video Conferencing for hosting remote meetings and webinars.
- Proficient in Textedly and EZ Texting Mass Messaging Platforms for effective communication with large groups.
- Competent in Squarespace Website Builder for creating and managing professional websites.