

Caroline Ruma

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WORK EXPERIENCE

COLLEGE OF HEALTH SCIENCES AND PROFESSIONS, Athens, OH

Public Relations Intern for Athens HOPE, Jan 2018- May 2018

- Responsible for updating and expanding all social media platforms.
- Designing the organization's website.
- Gain brand visibility through social media platforms and SEO marketing tactics.
- Event planning.
- Write weekly announcements and blog posts.
- Manage media coverage.
- Utilize HootSuite, Google Analytics, and Excel.

RED BRICK TAVERN, Athens, OH

General Staff- Public Relations Coordinator, Aug 2016- Present

- Responsible for controlling and revamping brand image.
- Responsible for advertising and promoting the bar via social media.
- Create and coordinate all content for social media accounts.
- Manage and grow engagement rates for the Twitter account with 18.7K followers.
- Responsible for creating and marketing new ideas.
- Event planning.

KELLER WILLIAMS REALTY, Medina, OH

Transaction Coordinator, Apr 2016 – Aug 2016, May 2018 - September 2018

- Grow engagement and click-through rate for agent's social media platforms.
- Create marketing and advertising for the agent.
- Create and handle the agent's social media.
- Plan open houses and other events for the agent.
- Write blog posts for the agent.

EDUCATION

Ohio University, Athens, OH

Strategic Communications Major, E.W. Scripps School of Journalism

Retail and Fashion Product Development Minor, Patton College of Education and Human Resources

Fourth year Bachelor Program Candidate, Graduated, May 2019

EXTRACURRICULARS

- Thread Fashion Magazine
- Copywriting experience

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