**Casey Carter**

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EDUCATION **Bachelor of Arts in Communication and Information Sciences,** August 2023

The University of Alabama, Tuscaloosa, AL

University Honors College

Major: Public Relations Minor: Computing Technology and Applications GPA: 3.79/4.0 *magna cum laude*

SKILLS Adobe InDesign, Illustrator, Premiere Pro; Microsoft Office Suite

Creating/curating social media content, digital marketing

Website design, writing across platforms, search engine optimization

INTERNSHIP

PROJECT

WORK

WORK

EXPERIENCE

**Public Relations/Marketing Intern,** Fall 2022

Healing Hands International, Nashville, TN

* Collected data, researched independently, and created and presented proposals to a staff of 21 + 12 executives on the board of directors
* Wrote content for the website, feature stories, and news releases, and proposed hashtags for use with 7+ projects and events
* Introduced the practice of virtual meetings with staﬀ through Microsoft Teams

**Account Executive,** January-May 2022

Public Relations Campaigns class project, The University of Alabama, Tuscaloosa, AL

* Led a group of six to develop an integrated marketing campaign for Tuscaloosa Metro Animal Shelter
* Conducted market research and created digital and print promotional pieces
* Presented to clients effective strategies to increase pet adoption and reduce overpopulation through spay/neuter education
* Managed donated work time to stay within a $4,000 budget
* Placed first among seven groups of students

**Senior Staﬀ Reporter,** January-December 2021

*The Crimson White* student-run publication, The University of Alabama, Tuscaloosa, AL

* Generated ideas and completed 3+ stories per week
* Edited up to 15 stories each week, consistently meeting tight deadlines

**Landscape Laborer,** May 2018-April 2021 (seasonal)

*Tidy Lawn*, Nolensville, TN

* Service a customer base of 25+; train new workers, and maintain equipment
* Developed a database for automated targeted marketing to customers

LEADERSHIP **Treasurer,** Public Relations Student Society of America, January 2022-Present

**Social Media Chair,** Volunteers Around the World, February 2021-January 2022

GLOBAL & Humanitarian Mission Trip to Nicaragua

VOLUNTEER MAGI Gift Box Project

ACTIVITIES Walk4Water Campaign