

CAROLINE CAPUZZI

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EDUCATION

The Pennsylvania State University

- Bachelor of Arts in Psychology
- Bachelor of Arts in Digital and Print Journalism

University Park, PA

Graduated December 2023

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WORK EXPERIENCE

Crowd Surf

West Chester, PA

Digital Marketing Assistant

August 2024 – December 2024

- Developed and executed social media campaigns for artists like Britney Spears, Camila Cabello, Zayn Malik, and Tate McRae, boosting engagement and visibility across platforms
- Created visually compelling social media assets and strategic content calendars to align with artist branding, album launches, and tour announcements, ensuring cohesive and timely messaging
- Tracked and analyzed social media performance metrics, delivering detailed monthly reports to showcase follower growth, engagement trends, and content effectiveness
- Optimized social media profiles and content across platforms, enhancing discoverability and maximizing fan interaction through platform-specific best practices and SEO strategies

Bite Sized Books

Downingtown, PA

Copyeditor, Proofreader, Project Manager

January 2017 – August 2024

- Copyedited and proofread book manuscripts, ensuring grammatical accuracy and consistency
- Assisted in the creation, editing, and posting of social media updates and promotional materials
- Managed multiple client projects simultaneously, from initial draft to final print-ready format
- Coordinated effectively with authors and editors to achieve clarity and coherence in all books

The Author Factor Podcast

Downingtown, PA

Digital Marketing Coordinator

October 2019 – August 2024

- Coordinated podcast interviews to ensure smooth production process between the host and guests
- Maintained precision and attention to detail in transcribing technical content to ensure readability
- Posted engaging marketing content for completed podcast episodes, boosting listener engagement
- Conducted thorough quality checks to identify and correct errors before publication

Meyerbrook Counseling

Paoli, PA

Marketing and Advertising Intern

March 2023 – August 2023

- Developed and designed print and social media materials to promote Meyerbrook's mission
- Produced visually appealing digital infographics shared on Instagram, Facebook, and LinkedIn
- Leveraged networking skills to identify opportunities for mutually beneficial partnerships
- Conducted in-person outreach to local healthcare providers to introduce Meyerbrook's services

Dog Joy Book Publishing

West Chester, PA

Author, Editor, Project Manager

July 2018 – July 2019

- Published a 180-page book highlighting rescue dog stories, demonstrating strong writing skills
- Authored one chapter and copyedited all chapters while overseeing the book publishing process
- Created digital marketing campaigns to promote the book, increasing its visibility and impact
- Raised and contributed over \$6,000 in donations to rescue organizations from the book