

Caroline Capuzzi

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SUMMARY

Marketing professional with experience supporting entertainment, veterinary, and consumer-focused brands through campaign execution, client service, content strategy, social media marketing, analytics reporting, and cross-functional project management. Skilled at coordinating stakeholders, managing timelines, analyzing campaign performance, and delivering high-quality marketing initiatives across digital channels. Passionate about music, live entertainment, brand partnerships, and creating meaningful connections between brands and audiences.

EDUCATION

Pennsylvania State University	University Park, PA
Bachelor of Arts, Digital and Print Journalism Bachelor of Arts, Psychology	08/2019 – 12/2023

PROFESSIONAL EXPERIENCE

Suveto	Remote
Marketing Coordinator	05/2025 – Current
- Coordinate marketing campaigns across email, CRM, and socials, supporting veterinary hospitals nationwide - Manage project timelines, stakeholder communications, and deliverables across multiple concurrent initiatives - Build and distribute monthly marketing performance reports, consolidating data to present key insights - Monitor campaign performance metrics and identify opportunities to improve engagement and effectiveness - Maintain detailed marketing documentation, workflows, and project trackers to ensure timely execution	

Crowd Surf	Remote
Digital Marketing Assistant	08/2024 – 12/2024
- Supported marketing campaigns for major clients through content, social strategy, and audience engagement - Researched and vetted creators and influencers for partnership opportunities and campaign activations - Identified emerging social media trends and cultural moments, providing recommendations client participation - Maintained campaign calendars, project trackers, and schedules across multiple clients and deadlines - Contributed to client-facing campaign recaps and reporting materials	

Meyerbrook Counseling	Hybrid in Paoli, PA
Marketing and Advertising Intern	03/2023 – 08/2023
- Supported integrated marketing initiatives through social media management and community outreach efforts - Collaborated with internal stakeholders to execute marketing campaigns and maintain consistent messaging - Conducted research and assisted with campaign planning and promotional activities	

Dog Joy Book Publishing	West Chester, PA
Author, Editor, Project Manager	07/2018 – 07/2019
- Managed the development and promotion of a 180-page published book project from concept through release - Coordinated timelines, contributors, communications, and project deliverables across multiple stakeholders - Executed marketing initiatives and fundraising campaigns that generated over \$6,000 for rescue organizations	

SKILLS

Client Service & Partnerships: Client Relationship Management • Stakeholder Communication • Cross-Functional Collaboration • Presentation Development • Partnership Marketing

Marketing & Activations: Campaign Execution • Event & Promotion Support • Brand Marketing • Influencer & Creator Partnerships • Content Strategy • Social Media Marketing

Analytics & Operations: Marketing Analytics • Project Management • Workflow Coordination • Quality Assurance

Platforms: Microsoft Excel, Word, PowerPoint • Google Workspace • ChatGPT • Claude • CRM Platforms • Meta Business Suite