CAROLINE CAPUZZI

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EDUCATION

The Pennsylvania State University, Bellisario College of Communications — August 2019 – May 2023
Bachelor of Arts in Digital and Print Journalism

The Pennsylvania State University, College of the Liberal Arts — August 2019 – December 2023
Bachelor of Arts in Psychology

EXPERIENCE

Suveto — Remote
Marketing Coordinator — May 2025 – October 2026

- Executed end-to-end email marketing campaigns, including audience segmentation, content development, quality assurance (QA), scheduling, and deployment across a nationwide veterinary hospital network.
- Managed multi-platform social media content calendars, developed branded creative assets, wrote engaging copy, and scheduled posts aligned with marketing objectives and brand guidelines.
- Administered a centralized marketing project management and ticketing system, coordinating cross-functional requests, tracking deliverables, and managing campaign timelines and stakeholder communications.
- Developed monthly marketing performance dashboards, analyzed email and social media KPIs, and supported A/B testing to identify opportunities for campaign optimization.
- Leveraged AI-powered research tools to evaluate online appointment booking experiences across approximately 80 veterinary hospitals, documenting customer journeys and organizing findings to support internal analysis.

Crowd Surf — Remote
Digital Marketing Assistant — August 2024 – December 2024

- Supported multichannel digital marketing campaigns for recording artists including Tate McRae, Britney Spears, Camila Cabello, and ZAYN across Instagram, TikTok, Facebook, Snapchat, Threads, and X.
- Developed platform-specific social media copy, coordinated content publishing schedules, and supported campaign execution in alignment with artist branding and promotional objectives.
- Managed social media community engagement by monitoring comments, responding to direct messages, tracking audience sentiment, and escalating sensitive feedback to internal stakeholders.
- Conducted influencer and creator research, monitored emerging social media trends, and analyzed fan conversations to identify relevant content opportunities and support audience engagement strategies.

Meyerbrook Counseling — Remote
Marketing and Advertising Intern — March 2023 – August 2023

- Created branded social media graphics, educational infographics, and digital and print marketing collateral to support brand awareness and audience engagement.
- Developed informative, audience-focused content and supported marketing communications, promotional campaigns, and community outreach initiatives.
- Conducted audience research to inform content development and support targeted marketing initiatives.

Dog Joy Book Publishing — West Chester, PA
Author, Editor, and Project Manager — July 2018 – July 2019

- Authored, edited, and managed the production of a 180-page book featuring rescue dogs, overseeing content development, editorial planning, proofreading, and project execution.
- Supported marketing, promotional campaigns, and community outreach initiatives to increase book visibility, drive sales, and advance charitable fundraising objectives.
- Helped raise over $6,000 for animal rescue organizations through book sales, fundraising, and promotional efforts.