

CAROLINE ACTON

Media Studies, Influencer Marketing, and Public Relations

Passionate individual with an eye for trends and a deep understanding of the media, looking for a creative career in public relations, digital marketing, and communications. My interests also include writing, reading, photography, travel, and fashion.

EDUCATION

University of Denver, 2021 Graduate | Delta Gamma Alumni
B.A. Psychology; Media Journalism Minor and Writing Practices Minor
Fall 2019 Study Abroad: Universidad de Nebrija in Madrid, Spain

EXPERIENCE

Influencer Marketing Intern | Wilhelmina Models | January 2021 - Present

Modeling Agency, Denver branch of Wilhelmina Models

- Hired to leverage expertise with influencer marketing to launch Wilhelmina's influencer board from the ground up
- Researched and compiled a master list of brands, scouted on social media for new talent
- Create media kits and rate cards for a roster of influencers (using Canva, InDesign, Excel)
- Use Tactic/Strategy to develop list of brands (boutiques, fast-fashion, make-up), track data in an excel spreadsheet, and utilize TikTok and other social media
- Response management on the Wilhelmina Instagram

Public Relations Intern | Zink Talent | New York, New York | July 2020- Sept 2020

Influencer Talent Agency

- Conducted research looking for new brands and talent to reach out to generate opportunities for partnerships; research what influencers are working with what brands, studied current trends of brands and how they advertise through influencers and public figures
- Strategized to generate more traction among the target audience
- Watched closely for current campaigns and regularly updated an excel spreadsheet
- Composed emails, wrote pitches, communicated with brand representatives, and created brand-influencer contracts
- Attended weekly meetings and managed a range of daily tasks

Orientation Leader | Discoveries Orientation DU | September 2018 & 2020

Freshmen Orientation Leader

- Acted as a leader and confidant for incoming freshmen, answering any questions or concerns that they may have during their adjustment to college
- Lead students in team building activities, facilitate conversations, and conduct campus tours
- Went through a series of training scenarios to effectively promote safety and inclusivity at University of Denver

RELEVANT SKILLS

Social Media	Independent
Leader	Written Skills
Driven	Organized
Verbal Skills	Responsible
Collaborative	Adobe Software

RELEVANT COURSEWORK

Introduction to Media & Culture
Online & Visual Journalism (Adobe Premiere Pro)
Intro to Digital Marketing
Strategic Communication Planning
Introduction to Graphic Design (Adobe InDesign)
Writing Design Capstone