

# Caroline Webb

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## WORK EXPERIENCE

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**Mimi's Chūka Diner** Somerville, MA  
*Marketing Manager* October 2024 - Present

- Develop and implement branding guidelines to ensure consistency across communication platforms
- Spearheaded multi-pronged media strategy during opening operations to ensure consistent advertisement and generated interest
- Responsible for all in-house graphic design needs including, but not limited to, menus, social media graphics, event materials

**Aeronaut Brewing Company** Somerville, MA  
*Digital Marketing Coordinator* June 2021 - August 2024

- Initiated and executed the micro-influencer engagement program, including recruitment, campaign performance review, correspondence, and PR package creation
- Created novel social media content for cross-platform channel management, including independent strategizing, product/event photography, videography, and copywriting
- Served as liaison for all incoming and outgoing communications for brand accounts
- Provided in-house design support for ongoing brand & marketing initiatives including product campaigns, wholesale efforts, and event promotion

**Boston College Office of the Vice Provost for Research (VPR)** Chestnut Hill, MA  
*Administrative Assistant* January 2021 - August 2021

- Created and distributed the VPR newsletter including interviewing, copywriting, image sourcing, formatting, and listserv management
- Supported ongoing departmental training activities by managing, analyzing, and reporting on departmental databases
- Provided technical support for online training sessions

**Central Rock Gym** Somerville, MA  
*Head Coach, Youth Non-Competitive Teams* May 2019 - January 2021

- Facilitated practices for groups of 12 children ages 6-18 and managed rotating coaching staff
- Conducted professional development trainings for coaches and gym staff including DEI, interpersonal skills, and behavior management
- Developed climbing program curriculum for practices and disseminated lesson plans for coaching staff

## SKILLS

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- Design - Adobe Creative Suite, Canva, Procreate, Microsoft 365
- CMS - Wordpress, Squarespace, GoDaddy Website Builder, Wix
- Social Media - Instagram, Facebook, Pinterest, Meta, Sprout Social, Buffer
- Email Marketing - GoDaddy, Mailchimp, Mailerlite
- Project Management - Airtable, Trello

## EDUCATION

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**Boston College** Chestnut Hill, MA  
*M.S.W., Clinical Concentration, Children, Youth & Families Field of* May 2021

**Northeastern University** Boston, MA  
*B.S., Chemical Engineering* May 2017