

Caroline Webb

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PROFESSIONAL SUMMARY

Social media and content marketing professional with 4+ years of hands-on experience growing brand channels and encouraging audience engagement. Proficient in social media management, content strategy and creation, community engagement, trend monitoring, and design support using CMS software, Adobe Creative Suite, and Canva. Drove a 7:1 views-to-reach ratio, 5.1% engagement rate, and 47% average monthly non-follower reach through organic content; also supported +70% YoY impressions in a prior role.

WORK EXPERIENCE

Marketing Manager

Mimi's Chūka Diner

Somerville, MA

October 2024 - Present

- Develop and execute comprehensive cross-platform social media strategy, focusing on content creation and community engagement
- Manage all incoming communications, demonstrating strong brand voice in response to DMs, emails, and reviews, achieving an average response time of under 3 hours
- Maintain relationships with media outlets and influencers to enhance brand visibility via collaboration
- Achieved a 7:1 views-to-reach ratio, indicating high audience loyalty, alongside a 5.1% engagement rate, 47% avg. monthly non-follower reach via organic content

Digital Marketing Coordinator

Aeronaut Brewing Company

Somerville, MA

June 2021 - August 2024

- Delivered +70% YoY impressions, +32.3% YoY cross-platform engagement through strategic social media management and content strategy
- Executed a micro-influencer engagement program, overseeing recruitment, campaign performance review, and PR package creation
- Produced engaging social media content for Instagram, Facebook, and LinkedIn, including product/event photography, videography, and copywriting
- Managed all brand account communications, ensuring timely and effective correspondence with stakeholders
- Grew Instagram audience by +61.5% through targeted content strategies and trend monitoring

Administrative Assistant

Boston College Office of the Vice Provost for Research (VPR)

Chestnut Hill, MA

January 2021 - August 2021

- Created and distributed the VPR newsletter by conducting interviews, writing copy, and sourcing images to enhance communications of departmental progress and ongoing activities
- Managed and analyzed departmental databases, producing detailed reports to support ongoing training activities, ensure IRB compliance, and improve operational efficiency

Head Coach, Youth Non-Competitive Teams

Central Rock Gym

Somerville, MA

May 2019 - January 2021

- Organized and facilitated practices for group of 12 children ages 6-18, ensuring effective communication of lesson plans and coordination of rotating coaching staff
- Delivered professional development trainings for coaching and gym staff, focusing on interpersonal skills and behavioral management

AREAS OF EXPERTISE

- | | | |
|---------------------------|---------------------------|------------------------|
| • Social Media Management | • Content Creation | • Graphic Design |
| • Analytical Reporting | • Trend Monitoring | • Packaging Design |
| • Adobe Creative Suite | • Short & Long-form Video | • Community Engagement |

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EDUCATION

Boston College

M.S.W., Clinical Concentration, Children, Youth & Families Field of Practice

Chestnut Hill, MA

May 2021

Northeastern University

B.S., Chemical Engineering

Boston, MA

May 2017