

CAROLINE M. SLIVER

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EDUCATION

The Pennsylvania State University, Schreyer Honors College
Smeal College of Business | Bachelor of Science, Marketing
Bellisario College of Communications | Bachelor of Arts, Digital/Print Journalism
Recipient of the President Walker, President Sparks and Evan Pugh Scholar Awards

University Park, PA
Class of May 2024
GPA: 3.98/4.00
Dean's List 7/7 Semesters

RELEVANT WORK EXPERIENCE

WTAJ-TV

Digital News Intern

Altoona, PA

Jun 2023 – Aug 2023

- Wrote multiple SEO-tailored articles daily on local and regional events to generate more than 118,000 page views
- Coordinated efforts with various staff members to ensure our website and broadcast teams produced timely and accurate news coverage

The Pennsylvania State University

Marketing Teaching Assistant

University Park, PA

Jan 2023 - Present

- Advise and mentor students with the completion of assignments and group projects, including grading and delivering in-depth feedback on student submissions, to guide academic development
- Aid professor in creating, preparing and teaching key course information and providing resources for students' success

Medical Language Specialists

Legal Assistant

Huntingdon, PA

May 2023 – Aug 2023

- Prepare clear and thorough case reports and summaries on deadline while analyzing and managing a variety of case files with a detail-oriented focus

Mutual Benefit Group

Marketing & Communications Intern

Huntingdon, PA

Jun 2020 – Aug 2022

- Wrote and edited blog content to increase corporate website traffic and provide useful and understandable insurance and safety information to more than 65,000 policyholders
- Created graphics and copywrote for a social media library offered to over 200 independent agencies

ADDITIONAL COMMUNICATIONS EXPERIENCE

The Daily Collegian

Lifestyle Staff Reporter

University Park, PA

Sep 2023 – Dec 2023

- Write engaging features on deadline that conform to AP Style by identifying and interviewing a variety of sources
- Pitch new content ideas for traffic-generating blog content to be posted on the website and promoted on Twitter

Kalliope

Copy Editor

University Park, PA

Feb 2022 – Apr 2023

- Edit accepted nonfiction, fiction and poetry submissions to Penn State's print undergraduate literary magazine to increase clarity by using AP Style
- Maintain the artistic integrity of the authors by adhering to Kalliope's own style guide and standards

Penn State Prime Branding & Advertising Practicum

Starbucks, Brand Communications Lead

University Park, PA

Jan 2022 – May 2022

- Developed slogans, copywriting and messaging that inspired Starbucks' current bulk gift card website design
- Researched past brand strategies to inform the creation of an innovative integrated marketing communications campaign to reach new customers and build brand loyalty

ADDITIONAL INFORMATION

- **Writing and Editing:** Advanced in AP Style, Blogging, Journalistic Writing, Copy Editing, and Copywriting
- **Design and Computer:** Proficient in Adobe Creative Cloud, Canva, Microsoft Suite, CMS, and Graphic Design
- **Interests:** Scrapbook Journaling, Cooking New Recipes, Listening to Taylor Swift, Reading Female-Centered Literature