

# CAROLINE CREEKMORE

DIGITAL MARKETER

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## WORK EXPERIENCE

### Social Media Marketing Internship | STIHL USA Headquarters

May 2025 - August 2025 | Virginia Beach, VA

- Collaborated with internal marketing teams and partner agencies to support a nationwide social contest with over 200 submissions, managing user-generated content, sourcing over 80 usable pieces, and campaign logistics.
- Conducted global content reviews, analyzing 5 months of editorial materials to identify seasonal opportunities and cultural differences across markets.
- Assisted with SUSA Marketplace site audit, auditing over 100 content pages, and using SEO-driven recommendations to improve web performance.
- Strengthened skills in campaign execution, content strategy, and digital marketing analytics while gaining exposure to large-scale brand operations.

### Internship/Shadowing Experience | TASTE Headquarters

June 2024 - August 2024 | Virginia Beach, VA

- Enhanced marketing skills by creating targeted social media posts focused on community engagement and call-to-action strategies.
- Developed a strong understanding of company operations and product offerings, leveraging prior experience to adapt quickly and make meaningful contributions.

### Cashier/Front of House Associate | TASTE

May 2022 - July 2024 (Seasonal) | Chesapeake, VA

- Strengthened interpersonal communication and customer experience skills while managing high-volume service periods, with over 100 customers in the store.
- Partnered with team members to ensure timely, accurate orders, maintaining a positive brand reputation and customer satisfaction.
- Demonstrated adaptability, attention to detail, and brand representation in a fast-paced retail environment.

## RELEVANT COURSE PROJECTS

### Social Media Marketing | August 2025 - December 2025

- Partnered with Wears Woody, a mission-driven coastal lifestyle apparel brand, for a semester-long client engagement.
- Applied digital marketing theory's to real brand challenges, strengthening skills in campaign architecture, persona development, influencer strategy, and KPI-driven storytelling while working directly with Wears Woody as a client partner.
- Recognized as one of the top teams of the semester, winning extra credit assignments, and high praise from the client.

### Integrated Marketing Communications Campaign | January 2025 - May 2025

- Developed a full IMC campaign using consumer insights, branding, and strategic messaging, tracking KPI's and creating visuals.
- Led execution and cross-functional collaboration, earning Best IMC Project of the Semester and being named Team MVP for leadership and performance.

### Rainey-Kushel-Shepard Business Plan Competition | March 28, 2025

- Collaborated with a cross-disciplinary team to build a complete business plan integrating finance, marketing, management, and operations.
- Participated in the Rainey-Kushel-Shepard Business Plan Competition, earning one of the five Braun Jones MVP Award, the Joyce Guthrie Team Award, and 2nd Place Team Award for excellence in innovation and leadership, against the top 5 teams.

## EDUCATION

### James Madison University

BBA in Marketing, Digital Concentraion

Major GPA: 3.657

Expected Graduation: May 2026

### Certifications

- Adobe Certified Professional (Illustrator, Photoshop, InDesign, and Visual Design)
- Hubspot Academy: Digital Marketing
- Hubspot Academy: SEO
- Hootsuite: Social Media Marketing
- Google Skillshop: AI-powered Shopping Ads
- Google Skillshop: Google Ads Search
- Google Skillshop: GA4
- IMC Simternship
- Professional Selling Simternship

## SKILLS

### Creative & Digital Marketing Skills

- Social Media Management & Content Planning
- Community Engagement & Copywriting
- Task & Project Coordination

### Design & Marketing Tools

- Adobe Creative Suite, Canva
- Microsoft Office (Excel, Powerpoint, Word)
- Power BI, Google Analytics

### Data & Analytics

- RStudio
- Data Cleaning & Organization
- Data Visualization

## ACTIVITIES

### Women in Business

Marketing Chair | James Madison University

August 2023 - Present

### Alpha Delta Pi

### Theta Omicron Chapter

Nominating Committee | Ronald McDonald

House of Charities Volunteer | James Madison

University | August 2022 - Present