

CAROLINE BAKER

PUBLIC RELATIONS

EDUCATION

University of Oklahoma
Public Relations & Spanish
Class of Spring 2022
3.66/4.0

CONTACT

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[Digital Portfolio](#)
[Linkedin Profile](#)

RELEVANT EXPERIENCE

Dodge Family College of Arts and Sciences

Assistant to Communications and Marketing Director,
October 2021-present

- Write newsletter stories, news releases, bios and other media communications
- Conduct interviews for stories
- Social media content generation and management
- Event planning, promotion and coverage
- Website building

Public Relations Student Society of America

University of Oklahoma, September 2018-Present

- *Executive Board Member, Digital Coordinator*
May 2021-present
 - Manage and create content for social media platforms via Hootsuite (Instagram, Twitter, Facebook)
 - Liaison between members and Executive Board
 - Head Digital Communication Committee
- Committee Member: Promotion and Recruitment (2021), Philanthropy (2020), External Affairs (2019), Speed Networking (2018)

Jeny Baker Designs

Public Relations & Marketing Assistant

- Helped run booth at Dallas Market Center (June 2021, January 2022)
- Manage client relations
- Create promotional graphics for website, email headers and Instagram

The Porch Norman

Social Media Manager & Bartender, April 2021-October 2021

- Rebrand the Instagram account
- Create promotional graphics
- Create t-shirt ideas

University of Oklahoma Relay For Life

Public Relations Executive Committee Member,
October 2019-May 2020

- Create promotional content for social media platforms
 - Utilizing communication techniques for fundraising
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INVOLVEMENT

Gaylord College of Journalism and Mass Communication, *Mentor*

2020-2021

- Provide personal, academic and professional support for first year and transfer students in the college

Kappa Kappa Gamma Sorority

Member, *Beta Theta Chapter*, 2018-present

HONORS & AWARDS

- Dean's Honor Roll (2019, 2022)
- President's Honor Roll (2018), (2020)
- Academic Achievement Scholarship (Non-Resident Freshman Scholarship)