

# CAROL CHEN

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Portfolio: <https://carolchenn.com/>

## EDUCATION

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**University of North Carolina at Chapel Hill | Kenan-Flagler Business School** – Chapel Hill, NC  
*BSBA, Major in Business Administration; Minor in Media and Journalism*

May 2024

- Honours: Highest Distinction – GPA 3.8

## EXPERIENCE

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**ARTEAO** – Raleigh, NC, United States

May 2022 - May 2023

*A Raleigh based tea company founded in 2019 dedicated to providing quality organic teas to local businesses and customers*

### **Social Media Marketing Consultant**

- Designed growth strategies, effectively increasing followers by 12.8% and audience engagement by 360% in two weeks
- Analyzed current trends and audience preferences to develop creative marketing campaigns
- Managed end-to-end creation of daily photo and video content, ensuring consistent brand messaging
- Assisted with day-to-day operations, gaining insight into supplier relations, sourcing challenges, and inventory control

**Mystique Brand Communications** – Toronto, ON, Canada

December 2020 - May 2021

*Marketing and advertising firm focused on building brand awareness of small to medium businesses*

### **Digital Marketing Coordinator**

- Researched, wrote, and published SEO optimized blog articles consistent with an established voice
- Crafted impactful social media content and implemented promotional strategies achieving 25% increased engagement
- Wrote copy for a high-profile client's marketing campaign
- Created weekly email campaigns customized to nurture leads in targeted industries increasing click-through rate by 10%

**Movia Media** – Oakville, ON, Canada

Summer 2020

*Truck wrap supplier offering real-time impression analytic and retargeting opportunities via GPS tracking technology*

### **Content Writer**

- Authored and published 3 weekly SEO-optimized blog posts for out-of-home advertising awareness
- Initiated and facilitated weekly team-building exercises in the writing department to increase workplace positivity
- Collaborated with research department to identify useful content ideas and cover prominent case studies
- Proofread and cooperated with other writers to ensure readability, quality, and brand consistent tonality

**Perspective Marketing** – Oakville, ON, Canada

Summer 2019

*Canadian media and content company that publishes news about municipal, provincial and federal economic development*

### **Marketing and Communications Intern**

- Partnered with design department to create cover pages and print ads for the monthly marketing brochure
- Conducted extensive market analysis for multiple client companies
- Researched for new economic development opportunities across Canada
- Developed and optimized websites using WordPress and CSS/HTML

## LEADERSHIP AND COMMUNITY INVOLVEMENT

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**STAR Consulting** – Chapel Hill, NC, United States

December 2023 – May 2024

*One of two undergraduates in an MBA-led team working on a Fortune 500 company in the Carbonated Soft Drinks industry*

- Analyzed consumer behavior using IRI data and primary research collected throughout North and South Carolina
- Served as primary lead for one of three client solutions projected to drive 0.2% share growth and \$8M+ in revenue

**UNC HeelPrint Communications** – Chapel Hill, NC, United States

August 2022 – April 2023

*UNC's student-run communications agency providing services to local businesses*

- Led development and execution of a media plan, enhancing the client's online presence and audience engagement
- Oversaw creation, scheduling, and publishing of content, ensuring alignment with the client's brand identity and goals.

## ADDITIONAL INFORMATION

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- Proficiency in Content Managing Systems (CMS) and Search Engine Optimization (SEO)
- Familiarity with WordPress, HTML/CSS, and JavaScript
- Clubs/Leadership and Community Involvement: UNC Consulting Club, Future Business Leaders of America
- Native Chinese speaker; Conversational French