

# CAROLINE FOWLKES

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## SUMMARY

I am an Integrated Marketing Communications student who has worked with social media, making content, and telling brand stories. I am skilled in Canva, CapCut, Photoshop, Illustrator, and XD. I love working on creative projects, working with other people, and helping brands connect with their customers. I am looking to grow with a team where I can learn and contribute in a meaningful way.

## WORK EXPERIENCE

### Kinetic Communications | Visual Design Intern

December 2025 - January 2026

- Designed and enhanced visual elements for client websites, digital content, and interactive applications.
- Created, compiled, and delivered client-facing reports and business proposals for a variety of companies, supporting strategy, design, and technical recommendations.
- Gained real-world experience working with HTML5, CSS, WordPress, and responsive web design principles through live client projects.
- Collaborated with team members to translate client needs into clear visual and strategic solutions.

### The Copper Penny | Marketing Intern

May 2025 - August 2025

- Assisted in planning and coordinating photoshoots to highlight new merchandise.
- Participated in photoshoots for social media and website content.
- Contributed creative, trend-focused ideas to support brand visibility and audience engagement.

### The Copper Penny | Store Clerk & Sales Associate

May 2024 - August 2024

- Provided customer service in a high-end retail setting
- Assisted with visual merchandising and in-store styling

### Edgewood Creamery | Scooper

2022

- Served customers and provided a friendly, upbeat experience in a fast-paced environment
- Scooped and prepared ice cream orders, ensuring accuracy and presentation

## SKILLS & INTERESTS

- Branding & Content Creation
- Canva
- Adobe PhotoShop, Adobe XD, Adobe ID, Adobe Illustrator

- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Visual Design

## EDUCATION

### UNIVERSITY OF MISSISSIPPI | UNDERGRADUATE

- Major: Integrated Marketing Communications (IMC)
  - Specialization: Social Media and Visual Design
  - Minor: Business
- GPA: 3.29
- Anticipated Graduation Date: May 2027

## CAMPUS INVOLVEMENT

- Member, Delta Gamma Sorority
- Member, Aiding Animals Club
- Member, Turning Point USA at Ole Miss
- Member, Active Minds Club
- Member, Delight Ministries
- Participant, CASA Encore
- National Society of Leadership and Success Nominee