

CAROLINE FOWLKES

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SUMMARY

Integrated Marketing Communications student with hands-on experience in social media marketing, website design, digital branding, and visual storytelling. Proficient in Canva and Adobe Creative Suite (Photoshop, Illustrator, XD), with a strong eye for design and user experience. Experienced in developing strategic, cohesive brand content that connects with target audiences. Eager to contribute creative and analytical skills to a collaborative marketing team while continuing to expand expertise in digital strategy and brand development.

WORK EXPERIENCE

Sanders Brothers Construction Company | Marketing Intern

May 2026 - August 2026

- Redesigned the company website in Adobe XD, improving UX/UI, content organization, and overall digital presence.
- Developed and implemented SEO, AEO, AIO, and GEO strategies to improve online search and AI visibility.
- Created and managed social media content, contributing to nearly 700K video views in two months and the company's top-performing Instagram post.
- Produced and edited Reels, photography, and digital content using CapCut, Photoshop, and Lightroom Classic.
- Designed quarterly newsletters, recruiting materials, and marketing collateral to support internal and external communications.
- Conducted on-site photo and video shoots to capture projects, employees, equipment, and company culture.

Kinetic Communications | Design Intern

December 2025 - January 2026

- Assisted in developing SEO and AEO optimization strategies for client websites to improve AI search visibility (ChatGPT, Gemini, Claude).
- Created client proposals outlining digital strategy, structured data implementation, and content optimization.
- Supported website updates and UX improvements using WordPress and Adobe Creative Suite.

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.

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: 3.19
- Anticipated Graduation Date: May 2027
- **Academic Distinctions:** Dean's Honor Roll - Fall 2025

CAMPUS INVOLVEMENT

- Member, Delta Gamma Sorority
- Member, Aiding Animals Club
- Member, Active Minds Club
- Member, Delight Ministries
- Participant, CASA Encore
- National Society of Leadership and Success Nominee