

CAROLINE ROBSON

(952) 270-1440 • cerobson6@gmail.com • linkedin.com/in/caroline-robson/ • caroline-robson.com

EDUCATION

University of Wisconsin-Madison

B.A. Journalism – Strategic Communications, Communication Arts; Certificate in Digital Studies **GPA: 3.8** **Madison, WI**
2019 – 2023

PROFESSIONAL EXPERIENCE

Miga Solutions, Inc.

Marketing Analyst

Minneapolis, MN

June 2018 – Present

- Manage day-to-day marketing operations, social media strategy and content development to kickstart social channels
- Facilitate editorial processes of marketing materials and company releases using SEO strategy
- Hired as a full-time intern, promoted to analyst based on performance, worked part-time through college

Morgridge Center for Public Service

Marketing, Communications, and Multimedia Design Intern

Madison, WI

September 2021 – May 2023

- Developed communication materials to foster civic engagement campus and state-wide
- Research campus and community issues and opportunities to write and publish in professional publications
- Creative utilization of applications such as MailChimp, Canva, Adobe Suite, and Social Media platforms

State of Wisconsin Investment Board

Communications Intern

Madison, WI

June 2022 – August 2022

- Created daily internal communications sent to 300+ employees and partners
- Analyzed and edited website and publication content for internal and external sites
- Facilitated company-wide surveys and focus groups relating to corporate changes and updates

ADDITIONAL EXPERIENCE

Red Cow Restaurant

Server

Wayzata, MN

October 2023 - Present

- Assisted 50+ customers per shift using customer service and organizational tools
- Responsible for knowledge of food and drink menu intricacies and allergens to facilitate safe service

UW-Madison Women's Club Lacrosse

President, Social Chair

Madison, WI

September 2019 – May 2023

- Elected President after serving two years as social chair on executive board
- Oversaw team logistics, operations, and coordination with University Athletics and national governance
- Organized schedules, finances, and executive board activities to serve 70+ athletes each season

Lacrosse Coach, Various Organizations

Head Youth Coach, Orono Schools; Assistant Varsity Coach, Buffalo High School

Various Locations

April 2015 – Present

- Develop practice and game plans for athletes at a variety of levels, adapting to individual needs
- Manage communications with parents, players, and other teams to coordinate scheduling

BadgersVote Coalition

Student Representative

Madison, WI

September 2022 – May 2023

- Formulated civic engagement plans with community leaders and campus representatives
- Produced creative elements to share with 1,000+ Madison community members

Gretchen Piper MN State Senate Campaign

Marketing and Communications Intern

Minneapolis, MN

April 2020 – November 2020

- Developed social media campaigns and marketing materials in support of challenger candidate
- Assisted with outreach efforts from initial stages of campaign while learning the values of constituent relationships

RELEVANT SKILLS

Professional: Proficient in Microsoft Office suite, Google Analytics, Salesforce CRM, and Adobe Creative suite.

Extensive journalistic writing experience, editorial positions throughout high school and college, writing for Badger Herald and campus publications. Strong AP Style knowledge.

Other: Conversational Spanish ability, studied in Barcelona via IES Abroad. Interview and interpersonal skills and experience. Organized and detail oriented. Certified mentor with Mentor Collective. Strong customer service knowledge.