

# JACQUELYN CARTER

## INFO

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## REFERENCES

### CHARLIE LARSON

*VP Communications | Milwaukee Admirals*

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### ABBIE ENGELMAIER

*Creative Director | Camp Ozark*

(912) 677-5717  
abbie@campozark.com

## SKILLS

ADOBE CREATIVE SUITE

META ADS MANAGER

ELEMENTOR / WORDPRESS

DSLR OPERATION

HOOTSUITE

SHARPSRING

## EXPERIENCE

- 2022 • **Assistant Director - Media**  
2024 *Camp Ozark*
- Managed and created all content using the Adobe Creative Suite for the @campozark\_staff Instagram
  - Launched and managed all content on the @campozark\_international Instagram
  - Used a content calendar to organize the schedule of content on @campozark\_staff and @campozark\_international
  - Used WordPress and Elementor to build campozark.com/international
  - Designed and managed all company advertising campaigns using Meta Ads Manager
  - Generated social media analytic reports using Hootsuite to increase engagement through developing new strategies
  - Designed email content using Sharpspring to increase company awareness
  - Collaborated cross-departmentally to ensure all marketing materials fall in the Camp Ozark brand guidelines
  - Trained, led, managed, and assigned a team of 10-12 college-aged photographers to ensure full coverage of thousands of children
  - Led the process from start to finish of organizing, capturing, and editing formal cabin pictures for ~250 cabins of children
  - Captured, edited, and renamed portraits of 800 staff members and ~7,000 children
  - Captured hundreds of daily photographs for quick turnaround on Camp Ozark social media channels and campozark.com
- 2021 • **Social Media & Communications Intern**  
2022 *Milwaukee Admirals*
- Grow the Admirals' TikTok by 15K over a three-month period
  - Use WordPress to update the team website, milwaukeeadmirals.com
  - Increase engagement on social platforms through developing new strategies
  - Edit video highlights for quick turnaround for use on Admirals' digital media and for use by local, national, and international media outlets
  - Compile statistics for official AHL employees and Admirals' hockey operations
  - Work directly with Admirals players to promote their personal and team brands
  - Help orchestrate photo and video sessions with players, coaches, and fans
  - Create player driven content to build the Admirals community and enhance player personalities
  - Assist in content creation for social platforms for home and away games
  - Enhance social feeds by photographing behind the scenes events including, but not limited to practice, player arrivals, and promotional theme nights
  - Set up the press box prior to each home game with all game day necessities, such as statistics packets, seating assignments, and LeagueStat
- 2021 • **Fan Experience Team Member**  
2022 *Chicago Blackhawks*
- Collaborated with a team to set up and tear down all gameday elements around the United Center to enhance fan experience
  - Communicated with fans to answer their questions and expand their knowledge about the Blackhawks organization
  - Monitored and operated various promotional stations on the arena concourse
  - Assisted in execution of all intermission activities including, but not limited to shoot the puck, zamboni riders, and promotional games

## EDUCATION

- 2018 • **Bachelor of Arts (B.A.), Advertising**  
2021 • **Bachelor of Arts (B.A.), Public Relations**  
*Marquette University*