


JACQUELYN CARTER

INFO

 (847) 401-9968

 jacquelync.etruscan@gmail.com

 www.jacquelyn-carter.com

REFERENCES

CHARLIE LARSON

VP Communications | Milwaukee Admirals

(414) 840-8579

clarson@milwaukeeadmirals.com

ABBIE ENGELMAIER

Creative Director | Camp Ozark

(912) 677-5717

abbie@campozark.com

SKILLS

Adobe Creative Suite

Microsoft Office

Meta Ads Manager

WordPress / Elementor

Hubspot / Sharpspring / Patch

DSLR Operation

Hootsuite / Soci

EDUCATION

2018 • **B.A. Advertising**

2021 • **B.A. Public Relations**
Marquette University

EXPERIENCE

- 2024 • **Account Executive**
Cryder Marketing
- Manage project timelines and client workflow within the agency
 - Design and manage paid media campaigns for multiple clients
 - Streamline communication between clients and agency employees to ensure deliverables exceed client expectations
 - Create content calendars in Soci for multiple accounts
 - Implement email marketing strategies in Patch to effectively reach the client's audience
 - Understand POS platforms to generate growth for clients
- 2022 • **Assistant Director - Media**
Camp Ozark
- Managed and created all content using the Adobe Creative Suite for multiple Camp Ozark Instagram accounts
 - Used WordPress and Elementor to build campozark.com/international
 - Designed and managed all company paid media campaigns using Meta Ads Manager
 - Generated social media analytic reports using Hootsuite to increase engagement
 - Designed and implemented email marketing campaigns using SharpSpring and Constant Contact
 - Trained, led, and managed 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
- 2021 • **Social Media & Communications Intern**
Milwaukee Admirals
- Grew the Admirals' TikTok by 15K over a three-month period
 - Assisted in managing all Admirals social media channels
 - Used WordPress to update content on the team website
 - Edited video highlights for use on social media and local, national, and international media outlets
 - Compiled statistics for official AHL employees and Admirals' hockey operations
 - Worked directly with Admirals players to promote their personal and team brands
 - Assisted in photo and video sessions with players, coaches, and fans
 - Photographed practice, player arrivals, and promotional theme nights
- 2021 • **Fan Experience Team Member**
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 the execution of all intermission activities including, but not limited to shoot the puck, zamboni riders, and promotional games