



CARLY KLEINWAKS

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EDUCATION

ELON UNIVERSITY

SCHOOL OF COMMUNICATIONS | Elon, NC

May 2022

Bachelor of Arts, Strategic Communications, Minor in Human Service Studies

President's List. 2020

Leadership Positions:

Head of Public Relations, Elon Cooking Club Public Relations Associate, Delta Delta Delta Sorority

PORTLEDGE SCHOOL | Locust Valley, NY

GPA: 3.6/4.0 | May 2018

Leadership Positions:

Student Council Member, 2014-2018

President/Founder of GlamourGals, Portledge Chapter

SPECIAL PROJECTS

PAMELA ANDERSON

PR Coordinator | Nov 2022 - Jan 2023

Assisted Head Publicist with Ms. Anderson's Netflix documentary and book launch. Responsible for all organizational aspects related to media tour and coordination with media outlets, photographers and journalists.

SMART LIFE HEALTH COACHING

Social Media Manager | Sept 2022 - Jan 2023

Created and curated engaging content for social media platforms. Engaged with followers in a timely and professional manner. Monitored and analyzed metrics to measure success.

VOLUNTEER WORK:

Armstrong Farm (March 2020 - December 2022) Assisted 88 year old farmer with his chicken farm daily throughout Covid until returning to school, including collecting and packaging eggs, preparing his meals, running errands, and received delivery of 250 new chickens to the farm.

EXPERIENCE

NEW YORK INSTITUTE OF TECHNOLOGY

Old Westbury, NY

Social Media Strategist | May 2023 - Present

Develop and implement comprehensive social media strategies to enhance New York Tech's online presence, engage diverse audiences and support the University's mission and goals. Responsible for content creation, community engagement, analytics, and collaboration across departments to ensure consistent and effective messaging. Manage a team of six student employees. Achieved 59% follower growth on Instagram.

MARGUARITE CLARK PUBLIC RELATIONS

Social Media Coordinator | March 2022 - May 2023

Began as Social Media Intern and promoted to full time Social Coordinator in August, 2022, working remotely creating content and managing the accounts for the agency's various clients. Edit and maintain the Company's website, create and post Instagram Reels manually for greater impressions, engage with followers. Manage paid influencers and provide monthly analytics and activity reports.

KENNETH COLE PRODUCTIONS | New York, NY

Social Media Intern | Summer 2021

Worked closely with Vice President of Marketing and marketing team and responsibilities included management of Pixlee account for website, populated KCP Gentle Souls account, researched and distributed new social trend data, conducted market research and competitive brand analysis, created ideas for engaging Reels and TikToks, attended weekly meetings with management including Founder, Kenneth Cole, and attended seminars on marketing strategies and reported back to team.

INTERESTS & PASSION PROJECTS

Cooking, recipe development, traveling, animals, social media, fishing and gardening

PUBLISHED COOKBOOK: "Eat. My Version of Delicious" available on Amazon and created companion Instagram account @WhatsOnCarlysPlate

SKILLS

Content Creation, Social Media Management, Copywriting, Collaboration, Project Management, Buffer, Later, Canva & other social media tools.

Social Media Platforms: Instagram, Facebook, X, Snapchat, TikTok, VSCO, YouTube, Threads