



# CARLY KLEINWAKS

[CARLYKLEINWAKS@GMAIL.COM](mailto:CARLYKLEINWAKS@GMAIL.COM) | (516) 581-8852

LINKEDIN: CARLY KLEINWAKS

INSTAGRAM: @WHATSONCARLYSPLATE

## 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 2014-  
2018

Captain, Varsity Softball 2016-2018

Six Year Varsity Athlete Award

Private School, Eastern Division, MVP, 2015, 2017, 2018

All Conference 2015-2018

## 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

### **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

### **MARGUARITE CLARK PUBLIC RELATIONS**

#### **Social Media Coordinator | March 2022 - Present**

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.

## 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.

## SKILLS

Content Creation, Social Media Management, Copywriting, Collaboration, Project Management , Pixlee UGC Platform,  
Later, Canva and other social media tools . Social Media Platforms: Instagram, Facebook, Snapchat, TikTok, VSCO, YouTube