

# CAROLINE MEEK

New York, NY

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## SUMMARY

Adaptable, attentive, detail-oriented team-player with a passion for copywriting, promotional strategy, and digital design. Experience in media planning, website creation, and brand strategy. Seeking to help a team create meaningful digital products and user experiences.

## SKILLS

**Technical:** Figma, Adobe XD, Miro, Github, CSS, HTML5, Javascript, Bootstrap, jQuery, Google Suite, Adobe Creative Suite |

**UX/UI:** Branding & Identity, User-Centric Design, User Research, Typography, Layout & Visual Hierarchy, User Testing, Visual Prototyping & Wireframing, User Interface Development, Brainstorming & Ideation, Responsive Web Design, Storyboarding, Style Guide Creation, Team Collaboration, Time-Management

## EXPERIENCE

### **Analyst, Media Planning & Strategy AMC Networks - Contract**

Aug 2022 – Dec 2023  
Remote

- Schedule BBC America's daily linear promotions and graphics to achieve campaign impression targets
- Strategize best practices to promote BBKA franchises along with sister networks' programming across all platforms
- Collaborate with creative team to ensure delivery of promotions and graphics and screened all content of any issues pertaining to creative elements
- Request and organize graphics for monthly promotional campaigns
- Provided daily contact within department to cross-reference, share information, and provide backup for log coordinators
- Interacted with traffic and external teams to ensure formats and log are timed out correctly with placed commercials
- Maintained contact with external and internal teams to ensure log's delivery, timing out of log, and any issues where log changes are necessary
- Worked in conjunction with program scheduling to ensure correct programs and content are accurately scheduled

### **Digital Media Assistant, Intern SocietyROW**

Dec 2021 – Mar 2022  
New York, NY

- Implemented social media marketing cross-platform campaigns
- Created copy, animation, email marketing design, and social media content for social media campaigns
- Curated digital media assets for agency's website, social media platforms, and clients, with the goal to keep a cohesive brand voice across all channels
- Helped implement the redesign of agency's website as lead Product Designer by conducting user research, usability tests, and creating wireframes with visual design elements
- Designed brand-coherent email campaigns which focus on color, hierarchy, typography, and style guide consistency
- Recognized as the first intern cohort to consistently stay on-brand regarding digital assets

**International Marketing Intern  
Sony Music Entertainment**

Sept 2019 – Dec 2019  
New York, NY

- Updated and analyzed data for weekly department reports using global music charts for RCA, Epic, and Columbia artists
- Brainstormed digital marketing campaign strategies for artists such as King Princess, Harry Styles, and Camila Cabello
- Produced and synthesized information for international streams, downloads, and Shazam reports for data collection
- Created one sheets for artists ensuring clear, accurate, information relay to artists' public relations teams

**EDUCATION**

**Certificate in UXUI Design: University of Texas, Austin, TX**

Aug 2021

An intensive 24-week long boot camp. Skills learned include Figma, Miro, Copywriting, Adobe Creative Suite, HTML5, CSS, JavaScript, Bootstrap, jQuery, User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development

**Bachelor of Science in Creative and Entertainment Industries: Belmont University, Nashville, TN**  
Minor in Music Business

May 2020