

Erin M. Carlo

erincarlo45@gmail.com | erincarlo.com

Professional Summary

Motivated, creative, and detail-oriented young professional adept at event planning, media relations, social media management, collaboration, project management, and more with aspirations to work for the Walt Disney Company.

Education

BACHELOR OF ARTS | CLASS OF 2018 | STATE UNIVERSITY OF NEW YORK AT GENESEO

- Majors: English Literature & Communication | Cumulative GPA as of May 2018: 3.88
- Related coursework: Personal & Professional Communication, Public Relations, Persuasion & Social Influence, Public Speaking, Mass & Interpersonal Communication, Mass Media Management.

EDUCATION ABROAD | SUMMER 2017 | FACULTY-LED SHORT TERM PROGRAM IN SPAIN

- Completed 3-credit Humanities course while hiking *El Camino de Santiago* through Spain.

Skills & Abilities

- MS Office, Photoshop, Keynote, InDesign
- Event planning
- Strong leadership and problem-solving
- Public speaking
- Limited working proficiency in Spanish
- Strong written communication skills
- Copyediting and revision
- Customer service
- Social media management

Experience

WRITING TUTOR | SUNY GENESEO WRITING LEARNING CENTER | JAN. 2018-CURRENT

- Worked individually with clients to improve the areas of focus, development, and mechanics in their writing.

MARKETING DIRECTOR & OPERATIONS MANAGER | WGSU 89.3 FM | MAY 2017-CURRENT

- Planned and implemented social media marketing campaigns, designed and organized large-scale events.
- Conducted consumer research in-person and online and reported results on a quarterly basis.

PUBLIC RELATIONS & MARKETING INTERN | SUNSET BAY, USA | DEC. 2016-AUGUST 2017

- Developed a comprehensive communications plan including strategy, goals, and problem-solving tactics using print, online-based, and social media platforms.

PUBLIC RELATIONS MANAGER | GANDY DANCER LITERARY MAGAZINE | MAY 2016-MAR. 2016

- Developed strategies and campaigns in-print and online to improve readers' relationship with *Gandy Dancer*.

DISNEY COLLEGE PROGRAM INTERN | WALT DISNEY PARKS & RESORTS | JAN. 2016-MAY 2016

- Handled challenging Guest situations and provided magical vacation experiences as a Character Attendant.
- Courses taken: Advanced Studies of Hospitality Management, Corporate Communication.

Affiliations

- Phi Beta Kappa Honor Society
- Undergraduate Alumni Association – President
- Community Health Alliance – Executive Member
- Office of Admissions – Lead Tour Guide
- PRSSA Affiliate Member
- Golden Key Intl. Honour Society
- Sigma Tau Delta Intl. English Honor Society
- Lambda Pi Eta Ntl. Communication Honor Society
- Phi Eta Sigma Ntl. Honor Society

Awards & Recognition

- Dean's List: Fall '14, Spring '15, Fall '15, Fall '16
- President's List: Spring '17, Spring '18
- Geneseo Alumni Fellows Annual Scholarship
- Isshin Ryu Karate: Rank of Sho Dan (black belt)
- Florence Eckhardt Scholarship
- Vincent E. Spezzano Memorial Scholarship