

# CAROLINE G. STODDARD

## CONTACT

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## EDUCATION

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**Colby College** | Waterville, ME  
Bachelor of Arts, *Honors*, 2020  
Major: Global Studies  
Minors: English & Anthropology

- Cumulative GPA: 3.61/4.0
- January 2018: Traveled to Kalimpong, India to study the ecology and religion of the community
- January 2020: Traveled to Cape Town, South Africa to conduct research for honors thesis
- Class Council Representative, Student Government Association
- Orientation Trip Leader, Colby first year orientation trips

## ACHIEVEMENTS

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- **Honors Graduate**, awarded Honors title in Global Studies department for senior thesis titled "Western Philanthrocapitalism and HIV/AIDS in South Africa"
- **Hunt Grant Recipient**, selected by Global Studies faculty board to receive funding for field research in South Africa
- **Published contributor**, op-ed news piece on PFAS chemicals published by Bangor Daily News

## SKILLS

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- Leadership, writing, research, critical thinking, analysis
- Branding, social media, social impact, public health
- Adobe Suite, Microsoft Suite, Salesforce, Google Analytics

## WORK EXPERIENCE

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### **Pivot** | Remote

*Market Research Consultant*, April 2020 – Present

- Research, write, and present market research, competitive analyses, and areas of opportunity for celebrity clients Chrissy Teigen and Channing Tatum
- Strategize brand content and potential partnerships to help clients increase brand recognition, revenue, and ad sales
- Analyze and present data through Google Analytics to track and interpret user engagement across clients' sites

### **McGarrybowen** | San Francisco, CA

*Account Management Intern*, Summer 2019

- Managed the five simultaneous advertising campaigns for the agency's largest client, Intel, by briefing the strategy and creative teams and managing production timelines
- Assisted social media team by creating a LinkedIn topical analysis report with competitive research on Intel, and by organizing and producing Intel's LinkedIn and Twitter posts on the online platform, Opal
- Led the pro-bono intern team project by strategizing and presenting best social media practices to a local non-profit in San Francisco

### **Sentebale** | London, UK

*Marketing Intern*, January 2019

- Compiled and edited digital content for the HIV organization's social media platforms
- Generated funding and impact statistics for the 2018 annual report, created donor profiles on Salesforce, and communicated with previous and potential donors
- Coordinated logistics for the "Totem" fundraising event that partnered with Cirque du Soleil at Royal Albert Hall, and featured prominent British celebrities and royalty

### **(RED)** | New York, NY

*Impact Intern*, Summer 2018

- Researched HIV/AIDS data, African government and social policies, corporate social responsibility platforms, and funding opportunities for (RED)'s Impact Team
- Spearheaded the business partnership with Durex that generated \$5 million for the Global Fund against AIDS, Tuberculosis, and Malaria
- Strategized effective messaging and a new company manifesto for the Communications Team, which has since been adopted as part of the (RED) brand and website

### **R.e.d.d Bar** | Portland, ME

*Brand Ambassador*, Fall 2017 - Fall 2019

- Created and presented ideas to senior management on ways to increase customer engagement and retention after a fall in R.e.d.d.'s revenue
- Produced blog content surrounding health and nutrition for the R.e.d.d. website
- Managed the @ReddBar Instagram handle by responding to comments and messages, and posting social content consistent with the brand

### **Colby College** | Waterville, ME

*Writing Center Tutor and Fellow*, Fall 2018 - Present

- Worked with 50 students over the course of each school year to revise academic papers and improve writing skills

*Social Media Coordinator*, Fall 2017 - Fall 2018

- Collaborated with the Communications Department to produce content for Colby's social media platforms, particularly surrounding the college's "Dare Northward" fundraising campaign that has generated \$485 million to date