

CAROLINE MCSWAIN

carolineloganmcswain@gmail.com

919.632.0748

EDUCATION

Elon University iMedia Graduate Program | Elon, NC

M.A. Master of Arts in Interactive Media | 2015

Elon University School of Communications | Elon, NC

B.A. Media Arts and Entertainment | 2014

Foundation for International Education | London, England

Summer Study and Internship | 2012

EXPERIENCE

- 2015–Present** **Mindpower Inc.** | Writer, Creative Strategist
- Wrote copy for websites, recruitment publications, and other institutional materials
 - Created and implemented social media toolkits and strategies for agency and clients
 - Presented at regional conferences and pitched to national clients
 - Worked extensively in AfterEffects and PremierePro to create presentation elements
- Summer 2015** **BC/DC Ideas** | Creative Intern
- Met with clients to brainstorm projects and present concepts
 - Conducted on-location video shoots
 - Filmed and edited video, created graphics, etc.
- Winter 2015** **Hogar de Ancianos** | Content Producer
- Flew to Dominican Republic to work with local non-profit client
 - Conducted interviews off and on-camera
 - Produced content to build interactive website featuring photo and video
- 2012-2014** **E-Talk Television Show** | On-Screen Host, Content Producer
- Hosted on-screen round table discussions about celebrity news, pop culture, etc.
 - Anchored student panels and feature blocks
 - Shot, acted in, and produced out-of-studio packages
 - Selected to emcee the university-wide dance competition in front of a live audience of 1,500+

SKILLS

General

PremierePro | AfterEffects | Illustrator | Photoshop | Word | Excel

Social Strategy

Twitter | Instagram | Facebook | YouTube | Snapchat | HootSuite

Web

HTML/CSS Coding | Wordpress | Squarespace | Wix | CMS

Other

Videography | Animation | Public Speaking | Project Management