

CALIE WRONA

COMMUNICATIONS & MEDIA SPECIALIST

704-930-5113

cwrona02@gmail.com

<https://caliewrona.journoportfolio.com>

PROFESSIONAL SUMMARY

Calie Wrona is a passionate and driven recent graduate with a diverse skill set encompassing journalism, public relations, and advertising. With a keen eye for storytelling and a knack for strategic communication, Calie brings a unique blend of creativity and analytical thinking to any project or team.

STRENGTHS & EXPERTISE

Writing · AP Stylebook · Multimedia storytelling · Google Analytics · Media Relations · Graphics and Photography · Copywriting and Editing · Social Media Platforms · Creative Cloud proficiency · Communication Management

PROFESSIONAL EXPERIENCE

Opinions Editor, The Daily Beacon

Aug 2023 - May 2024 | Knoxville, TN

- Expanded the team from 1 to 20+ consistent columnists, increasing published content by 150% and raising editorial standards.
- Enhanced column quality and engagement, driving a 25% increase in readership.
- Managed content operations, ensuring 100% on-time publication of all columns.
- Designed graphics for each column, boosting visual engagement and readership by 30%.

Editor-In-Chief, SCOOP Magazine

Dec 2022 - July 2023 | Knoxville, TN

- Led a team of 15+ creatives to produce a 40-page issue, achieving a 20% increase in distribution and reader engagement.
- Streamlined content creation and layout design, reducing production time by 25%.
- Edited and guided 10+ writers, improving article clarity and narrative flow, resulting in a 30% increase in reader retention.
- Authored an editorial letter and feature article that became the issue's most-read content.

Contributor, Torchbearer Magazine

Jan 2023 - March 2023 | Knoxville, TN

- Pitched and wrote a feature on walk-on athletes, increasing online engagement by 15% after publication.
- Conducted and published a high-impact interview with a University of Tennessee basketball player, gaining widespread attention on social media.

Columnist, The Daily Beacon

Aug 2021 - May 2023 | Knoxville, TN

- Wrote a bi-weekly fashion column, increasing section readership by 20% through timely and trendy content.
- Collaborated with editorial teams to ensure content alignment, contributing to a 15% boost in overall publication readership.

Communications Associate, Pet Paradise

May 2022 - Jan 2023 | Charlotte, NC

- Developed and executed a social media strategy that increased engagement by 40% and customer satisfaction by 20%.
- Managed and created content for multiple platforms, growing followers by 35%.
- Utilized analytics to optimize social media content, resulting in a 25% increase in reach.

Social Media Intern, Simply Caddy

June 2017 - Aug 2020 | Charlotte, NC

- Created and scheduled content that increased social media following by 32% and website traffic by 25%.
- Monitored performance metrics, making adjustments that improved content reach by 20%.
- Implemented a weekly content schedule, leading to a 15% increase in user engagement.

EDUCATION

University of Tennessee | 2020 - 2024

Bachelor of Science in Journalism and Media, summa cum laude

Minor: Advertising & Public Relations

Cumulative GPA: 3.8

- Dean's List Scholar: 2020 - 2024
- Society of Professional Journalists Member
- Zeta Tau Alpha Member

SCHOLARSHIPS & AWARDS

Karl & Madira Bickel Scholarship Recipient

Noah Hays Charlotte Alumni Scholarship Recipient

H. Wayne and Betty B. Hudson Scholarship Recipient

University of Tennessee Volunteer Scholarship Recipient

American Advertising Federation Award Winner

SouthEast Journalism Conference Award Winner