

CALIE WRONA, *Marketing & Communications Director*

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PROFILE

Marketing and communications strategist with a foundation in journalism, experienced in leading end-to-end campaigns that drive growth. Develops clear marketing strategies, executes across channels, and uses performance insights to optimize and scale results—bringing both structure and story to every initiative.

WORK EXPERIENCE

DIRECTOR OF MARKETING & COMMUNICATIONS

Jan 2025 – May 2026

StarrDesign | Charlotte, NC

Rebuilt and led the marketing department for a nationally recognized restaurant architecture and design firm—transforming previously fragmented efforts into a cohesive, high-performing brand and communications engine.

- Oversaw strategy, content, and campaign execution across digital, editorial, and business development channels—driving visibility and supporting firm growth.
- Partnered directly with the **CEO** and **President** to develop and write executive-driven industry articles published in industry-leading outlets such as **Nation's Restaurant News** Magazine, positioning firm leadership as authoritative voices.
- Led both internal and client-facing brand strategy work, including developing full brand architecture, positioning, and audience personas for various clients.

ACCOUNT MANAGER (CONTRACT FREELANCE)

Nov 2024 – Dec 2025

Rick Laney Marketing | Remote

Led end-to-end public relations and media campaigns, securing coverage across **40+ media outlets**, including feature placements in publications such as **Smoky Mountain Living** magazine.

- Wrote and distributed press releases to **100+** targeted media outlets, managing follow-ups and media inquiries to ensure accurate, timely coverage.
- Served as a strategic partner to clients, guiding messaging, media approach, and campaign execution from initial concept through final placement.

OPINIONS EDITOR

Aug 2023 – May 2024

The Daily Beacon | Knoxville, TN

Directed editorial strategy and content for the Opinions section of the University of Tennessee's flagship newspaper.

- Expanded a single-writer column into a dynamic platform of **20+ contributors** and increasing output by **150%**.
- Edited, assigned, and shaped content with a focus on clarity, voice, and timeliness, strengthening both readership and deadline-driven contributor engagement.

COMMUNICATIONS ASSOCIATE

May 2022 – July 2023

Pet Paradise | Charlotte, NC

Built a fully functional communications operation within a previously unstructured environment, establishing workflows, content systems, and a strategic digital presence as a one-person team.

- Developed and executed content strategies and calendars that increased social growth by **35%** and engagement by **27%**.
- Transformed routine updates into meaningful touchpoints—combining thoughtful writing, visual storytelling, and consistency leading to a **64%** increase in customer satisfaction.

EDUCATION AND AWARDS

UNIVERSITY OF TENNESSEE - Knoxville, TN - May 2024

Bachelor of Science in Journalism and Media | Double Minor in Public Relations and Advertising

Awards & Honors: American Advertising Federation 2024 Award Winner, Southeast Journalism Conference 2024 Award Winner, Noah Hays Charlotte Alumni Scholarship Recipient, University of Tennessee Volunteer Award Recipient

SKILLS

Marketing & Strategy: Integrated marketing campaigns, content marketing, email marketing, SEO optimization, lead generation, audience growth, brand strategy, campaign analytics, marketing automation

Communications & Content: Executive communications, thought leadership, public relations, media relations, editorial strategy, storytelling, copywriting, brand voice development

Digital & Operations: Google Analytics, Salesforce, ActiveCampaign, WordPress, Adobe Creative Suite, Canva, project management, cross-functional collaboration, performance reporting