

Calie Wrona

Marketing & Communications Director

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PROFESSIONAL EXPERIENCE

Director of Marketing & Communications

Dec 2024 - May 2026

Starrdesign | Charlotte, NC

- Served as the firm's **sole marketing and communications lead**, working directly with the **CEO on firm-wide marketing strategy, communications, content, business development, and brand initiatives** while managing day-to-day marketing operations.
- Built a structured marketing operation from the ground up, overseeing social media, email marketing, digital content, PR, industry communications, and marketing systems; **grew digital visibility 6x on social media accounts** and grew the email audience from **600 to 1,000+ subscribers**, with readership and click-through rates increasing approximately **30%**.
- Turned increased brand visibility into a stronger business-development pipeline, generating an average of approximately **5 prospective-client inquiries per week** and coordinating follow-up and meetings through the early sales process.
- Partnered directly with the **CEO and principal architect** to develop executive thought leadership and industry content, including articles published in *Nation's Restaurant News* magazine.
- Led client-facing brand strategy and rebranding work, including a **restaurant and marketing rebrand for Viva Chicken**, developing positioning, brand architecture, audience personas, messaging, and supporting marketing strategy.

Freelance Account Manager

Nov 2024 - Dec 2025

Rick Laney Marketing | Remote

- Led end-to-end PR and media campaigns, securing coverage across **40+ media outlets**, including *Smoky Mountain Living* magazine.
- Developed messaging, press materials, media strategies, and client communications from campaign concept through final placement.

Freelance Editorial Assistant

June 2024 - Nov 2024

A3 Creative Group | Remote

- Conducted research and developed editorial content across entertainment, technology, startups, and business, including monthly articles for *Concise 5* by Skillsets.

Opinions Editor

Aug 2023 - May 2024

The Daily Beacon | Knoxville, TN

- Expanded the Opinions section of the University of Tennessee's flagship newspaper from a single-writer column to a platform of **20+ contributors**, increasing content output **150%** while managing assignments, editing, deadlines, and editorial strategy.

Communications Associate

May 2022 - July 2023

Pet Paradise | Charlotte, NC

- Built the communications function from the ground up as a **one-person team**, developing content systems and digital strategy that increased follower growth **35%** and social engagement **20%**.
- Developed audience-focused communications that contributed to a **65% increase in customer satisfaction**.

EDUCATION

University of Tennessee

Knoxville, TN

B.S. Journalism and Media; Public Relations and Advertising Double Minor

2020 - 2024

- Awards & Honors: Summa Cum Laude, 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: Brand Strategy, Integrated Marketing, Content Marketing, Digital Marketing, Email Marketing, SEO, Audience Growth, Campaign Analytics, Lead Generation

Communications: Public Relations, Media Relations, Executive Communications, Thought Leadership, Editorial Strategy, Copywriting, Storytelling

Tools: Google Analytics, Salesforce, ActiveCampaign, WordPress, Adobe Creative Suite, Canva, Microsoft