

CALIE WRONA

704-930-5113 | cwrona02@gmail.com | caliewrona.journoportfolio.com | www.linkedin.com/in/caliewrona

PROFILE

Experienced editorial professional and strategic communicator skilled in storytelling and content development. Excels in crafting compelling narratives and managing projects from pitch to publication across print and digital platforms, blending newsroom experience with creative direction to engage and inform audiences.

WORK EXPERIENCE

DIRECTOR OF MARKETING - StarrDesign / Charlotte, NC

Jan 2025 – Present

Oversee all facets of the firm's internal and external communications, strengthening brand awareness through strategic content and cohesive storytelling.

- Manage daily marketing operations and internal communications, aligning marketing efforts with project milestones.
- Write and edit original content, leading firmwide storytelling initiatives that build visibility and reinforce brand identity.
- Plan and execute organic social media campaigns across Instagram, Facebook, and LinkedIn.

ACCOUNT MANAGER - Rick Laney Marketing / Remote / Freelance

Nov 2024 – Present

Lead media relations and editorial initiatives to increase client exposure and audience reach through strategic public relations and media outreach efforts tailored to client objectives.

- Draft and distribute press releases, media advisories, and targeted pitches to regional and national outlets.
- Pitch and place stories in news outlets, earning high-profile placements and increasing client visibility.
- Serve as primary client liaison, ensuring transparent communication, creative alignment, and measurable success.

OPINIONS EDITOR - The Daily Beacon / Knoxville, TN

Aug 2023 – May 2024

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

- Expanded contributor pool from one to 20+ writers, increasing publication volume by 150%.
- Assigned, edited, and published columns on a diverse range of topics, increasing the section's reach and click rate.
- Led editorial meetings, provided developmental edits, and ensured deadline-driven content delivery.

EDITOR-IN-CHIEF - SCOOP Magazine / Knoxville, TN

Dec 2022 – July 2023

Oversaw editorial production and creative direction of a 40-page student magazine, blending visual storytelling with sharp, student-driven narratives.

- Directed a team of writers, designers, and photographers to meet deadlines and bring a narrative-driven issue to life.
- Edited all written content for clarity, structure, and syntax, while protecting the writer's voice and style.
- Wrote cross-departmental copy, serving as a stylistic anchor for the publication.

COMMUNICATIONS ASSOCIATE - Pet Paradise / Charlotte, NC

May 2022 – Jan 2023

Implemented digital engagement strategies for a national pet care brand, improving audience reach and brand loyalty.

- Boosted social media engagement by 27% and grew followers by 35% with tailored platform-specific campaigns.
- Developed creative content calendars and coordinated messaging across Facebook, Instagram, and Twitter.
- Increased customer satisfaction by 54% through personalized responses and strategic community management.

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

SKILL

Software & Tools: Microsoft Office Suite, WordPress, Adobe Creative Suite, Canva, Google Workspace

Editorial: Editorial planning, feature writing, copyediting, print & digital publication management, AP/Chicago style

Content & Communication: Content strategy, brand voice development, digital storytelling, research, pitch development

Media Relations: Press release writing, media outreach, story placement, message development

Social & Digital: Content creation, engagement strategy, scheduling tools (Buffer, Hootsuite), analytics review