

# CALIE WRONA, *Marketing & Communications Director*

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## PROFILE

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Experienced 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

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- Director of Marketing & Communications** - StarrDesign / Charlotte, NC **Jan 2025 – Present**
- Rebuilt and now lead 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.
  - Oversee strategy, content, and campaign execution across digital, editorial, and business development channels—driving visibility and supporting firm growth.
  - Partner directly with the **CEO and Principal** 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.
  - Lead both internal and client-facing brand strategy work, including developing full brand architecture, positioning, and audience personas for hospitality clients such as **Viva Chicken** and **The Buttered Biscuit**.
  - Authored a **40-page** proprietary brand publication—now central to lead generation—and unified the firm's voice across all platforms.
  - Built and automated lead generation systems through ActiveCampaign (CRM)—connecting storytelling to measurable performance and driving a **20%+** increase in inbound client inquiries.
- Account Manager (Contract)** - Rick Laney Marketing / Freelance **Nov 2024 – Dec 2025**
- 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** - The Daily Beacon / Knoxville, TN **Aug 2023 – May 2024**
- Directed the editorial vision of the Opinions section for the University of Tennessee's flagship student newspaper, expanding a single-writer column into a dynamic platform of **20+ contributors** and increasing content output by **150%**.
  - Edited, assigned, and shaped content with a focus on clarity, voice, and timeliness, strengthening both readership and contributor engagement.
- Communications Associate** - Pet Paradise / Charlotte, NC **May 2022 – Jan 2023**
- 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, increasing 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

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**University of Tennessee** - Knoxville, TN  
Bachelor of Science, Journalism and Media  
Minors: Public Relations, Advertising  
*Aug 2020 - May 2024*

## AWARDS AND CERTIFICATES

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American Advertising Federation Award Winner (2024)  
Southeast Journalism Conference Award Winner (2024)  
Google Analytics Certification (2024)  
Social Media Marketing Certification (2023)  
Hootsuite Platform Certification (2023)

## SKILLS

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**Communications & Content:** Executive communications, storytelling, brand voice development, copywriting, content strategy, presentation development, print & digital publication management, AP/Chicago style  
**Partnerships & Collaboration:** Client relations, cross-functional collaboration, stakeholder management, partnership development, account management  
**Analytics & Execution:** Marketing performance analysis, campaign optimization, data-informed decision making, project management, deadline-driven execution  
**Platforms & Tools:** ActiveCampaign (CRM), WordPress, Adobe Creative Suite, Google Workspace, Microsoft Office, Google Analytics (GA4), Canva, Photoshop