


CALIE WRONA

COMMUNICATIONS & MEDIA SPECIALIST

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PROFESSIONAL SUMMARY

Calie Wrona is a passionate communications and media professional with expertise in storytelling, strategic content development, and cross-platform engagement. She has a proven track record in driving audience growth, managing digital media, and creating high-quality, brand-aligned content.

CORE SKILLS

Writing · AP Stylebook · Storytelling & Editorial Strategy · Creativity · Google Analytics · SEO Optimization · Graphic Design · Copywriting and Editing · Critical Thinking · Social Media Platforms · Adobe Creative Cloud · Canva · WordPress · Microsoft Office · Adaptability

PROFESSIONAL EXPERIENCE

Freelance Writer, SkillSets Online (Concise 5)

Nov 2024 – Present | Remote

Researched and authored professional development tutorials, providing clear, actionable insights for IT professionals.

- Developed engaging, evergreen content on topics like communication, leadership, and career growth.
- Conducted research to ensure articles were accurate and relevant to enhance reader engagement.
- Collaborated in monthly meetings with consultants and managers to align content with industry needs and audience insights.

Freelance Editorial Assistant, A3 Creative Group

July 2024 – Present | Remote

Provided research support for creative projects, supplying detailed background information to enhance storytelling and pitch development for client initiatives.

- Conducted in-depth research to source relevant materials for diverse topics, strengthening the narrative foundation for pitches.
- Demonstrated adaptability by quickly mastering niche topics, ensuring all research aligned with project needs and creative visions.

Opinions Editor, The Daily Beacon

Aug 2023 – May 2024 | Knoxville, TN

Oversaw the Opinions section, building and managing a diverse team of writers to elevate the quality and engagement of editorial content.

- Expanded the team from a single columnist to over 20 contributors, boosting published content volume by 150%.
- Streamlined content operations and consistently ensured 100% on-time publication of all articles, meeting stringent deadlines.
- Created unique graphics for each column, enhancing visual appeal and increasing social media engagement by 34%.

Editor-in-Chief, SCOOP Magazine

Dec 2022 – July 2023 | Knoxville, TN

Led a team of writers, designers, photographers, and graphic designers to produce a 40-page magazine issue, emphasizing storytelling and visual appeal to drive reader interest.

- Edited and provided narrative feedback to writers, enhancing article quality and raising reader retention by 31%.
- Provided copywriting across sections, maintaining a consistent tone and polished narrative throughout the issue.

Communications Associate, Pet Paradise

May 2022 – Jan 2023 | Charlotte, NC

Developed and implemented social media strategies to enhance brand engagement and customer satisfaction for a national pet services brand.

- Crafted a social media strategy that raised social media engagement rates by 27% and grew follower count by 24%.

EDUCATION

Bachelor of Science in Journalism and Media

University of Tennessee, Knoxville · Minor in Advertising & Public Relations · Aug 2020 – May 2024

- Honors: Graduated summa cum laude (GPA 3.82)
- Awards: American Advertising Federation 2024 Award Winner, SouthEast Journalism Conference 2024 Award Winner
- Noah Hays Charlotte Alumni Scholarship Recipient, University of Tennessee Volunteer Scholarship Recipient