

Karoline Ott

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EDUCATION

Dallas Baptist University

Bachelor of Arts in Public Relations

Dallas, Texas

December 2018

- **Minor:** Spanish Language
- **Cumulative GPA:** 3.6 **Major GPA:** 3.96
- **Honors:** Honors English, Honors Communications, President's List, Dean's List

WORK EXPERIENCE

A. Larry Ross Communications

Content Coordinator

Carrollton, Texas

Feb. 2019 - Present

- Writes press releases and media alerts weekly for all clients to announce new initiatives, products, milestones and events
- Creates op-eds and blog posts for clients to position their company/brand/product into traditional news media; earned media publication placements include FOX News, TODAY Parents and Christian Post
- Manages social media calendars for various clients by creating daily cross-channel social posts reflective of the brand while monitoring and responding to comments, interactions and messages
- Writes pitches on behalf of clients for news media to highlight different news-worthy aspects of the client's story, company or brand
- Brainstorms with clients on best re-branding practices by writing campaign taglines, advertising copy and overall message points
- Tracks local, national and world events for possible client opportunities through op-eds
- Creates proposals for potential new clients

Texas Public Policy Foundation

Communications Intern

Austin, Texas

June 2018 – Aug. 2018

- Promoted policy issues for the upcoming session by creating new ads in Spanish and coaching policy experts for editorial board meetings
- Created contact with local news outlets to promote coverage of policy priorities
- Wrote and tracked the analytics of daily and weekly newsletters to assess and improve public outreach strategies

Dallas Baptist University Writing Center

Senior Writing Consultant

Dallas, Texas

Aug. 2015 – Dec. 2018

- Improved standards of professionalism by creating and administering advanced training material for writing consultants
- Assisted traditional, international, adult, doctoral and special needs' students in improving grades by meeting regularly to teach best practices in writing according to their learning styles
- Contributed to campus credibility of student services by speaking to faculty, staff and doctoral students about services provided by the writing center

SKILLS, ACTIVITIES & INTERESTS

Certifications and Skills: International Tutor Certification through CRLA Training; Intermediate Spanish speaking, writing and reading skills

Activities: Sigma Tau Delta (Public Relations Officer), Lambda Pi Eta (Risk Manager), Organization of Latin American Students, Soaring Eagle School for Special Needs Adults (Volunteer) and Metroplex Women's Clinic (Volunteer)

Interests: Managing personal blog, creative writing, reading and learning new languages