

CHARLOTTE PLOTZKE

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SUMMARY

Driven communications professional with a passion for social media strategy and community outreach initiatives. Proven track record of managing successful social media and branding campaigns and working efficiently with cross-functional teams. Strong organizational skills coupled with excellent communication abilities facilitate smooth workflow and strengthen digital communications impact.

WORK EXPERIENCE

Communications Professional

Aurora, CO

CU Anschutz Linda Crnic Institute for Down Syndrome

June 2026 - Present

- Craft and own the creation of three separate newsletter communications, including 2x monthly and one quarterly through Salesforce Marketing Cloud, and distribute COMIRB approved clinical recruitment materials across social media and the Crnic Institute and DS-Connect®: Down Syndrome Registry website. Coordinate and write press releases and Crnic Institute Newsroom articles.
- Social media management: Manage all Crnic Institute social media workflows, including overseeing the six social pages across [LinkedIn](#), [Instagram](#), [Facebook](#), [X](#), and [Bluesky](#). Lead DS-Connect®: Down Syndrome Registry and INCLUDE Data Coordinating Center (INCLUDE DCC) social media initiatives. Includes designing social media and graphics in Canva, utilizing a social media scheduling platform, photo and video editing, and campaign curation and execution.
- Plan monthly and yearly events, and lead community outreach initiatives
- Expanded social media and communications plans for the Crnic Institute, Crnic Institute's clinical trials, INCLUDE DCC, and DS-Connect®: Down Syndrome Registry and introduced short form video content (Reels)

Communications Professional

Aurora, CO

CU Anschutz Department of Pharmacology and Linda Crnic Institute for Down Syndrome

June 2024 - June 2026

Overview: Split job responsibilities as a communications professional between two departments, they are as follows:

- **Linda Crnic Institute for Down Syndrome**
 - Manage all Crnic Institute and INCLUDE Data Coordinating Center social media workflows, including overseeing the six social pages across [LinkedIn](#), [Instagram](#), [Facebook](#), [X](#), and [Bluesky](#), assist in event planning, and spearhead community outreach initiatives
 - Design social media and webinar graphics in Canva and Adobe Creative Cloud, craft and own the creation of three separate newsletter communications, including 2x monthly and one quarterly through Salesforce Marketing Cloud, and distribute COMIRB approved clinical recruitment materials across social media and the Crnic Institute website
 - Expanded Crnic Institute Membership and successfully recruited participants globally for clinical trials
- **CU Anschutz Department of Pharmacology**
 - Manage four social media platforms ([Instagram](#), [Bluesky](#), [X](#), and [LinkedIn](#)), track website and social media analytics to optimize reach and engagement, assist with IT, and coordinate PR messaging
 - Collaborate with cross-functional teams to support strategic communication initiatives via email to communicate department achievements with the greater CU Anschutz community
 - Increased performance on social media platforms by over 4,000%, created the department's first branding campaign with 14 professionally made research highlight videos, and delivered quarterly newsletters with an average 53.25% open rate

Courage Fellow

Washington, D.C.

Giffords

Jan. 2024 - June 2024

- Created and implemented a gun violence prevention community engagement project by corresponding with Giffords and Michigan State Capitol Events to organize a community rally for gun violence prevention measures
- Participated in lobbying and advocacy training in Washington, D.C. and Austin, TX focusing on legislation and topics in public health, such as community violence intervention, veteran suicide prevention, domestic violence intervention, safe-storage research, and extreme risk protection orders
- Developed critical team building, communication, organizing, and advocacy skills

Deputy Communications Fellow and Call Time Manager*Committee to Elect Nasser Beydoun*

Detroit, MI

Jan. 2024 - May 2024

- Managed endorsement applications and assisted in creating a campaign policy platform for Democratic U.S. Senate candidate Nasser Beydoun
- Performed administrative tasks with campaign communications like phone banking and data organization, and curated social media graphics and captions via Canva
- Raised over 1 million dollars for the campaign through fundraising and reached over 25,000 signatures in support of candidate's ballot visibility

Peer Educator*Michigan State University Department of Prevention, Outreach and Education (POE)*

East Lansing, MI

Aug. 2023 - May 2024

- Educated new/transfer students on how to prevent, recognize, and stand up to sexual assault and relationship violence (SARV) on MSU's campus
- Moderated conversations centered around sensitive topics and harvested connection between students
- Increased applications to the POE Peer Educator Program through facilitating campus-wide community outreach events

Communications Coordinator Intern*Hearing in Color*

Chicago, IL

May 2023 - Dec. 2024

- Developed communications plans, marketing campaigns, and content for music advocacy nonprofit Hearing in Color
- Facilitated email campaigns through Mailchimp, created a season recap video in InShot, and curated social media deliverables through Canva
- Increased concert attendance and community engagement through social media marketing

Social Media Marketing Intern*Detroit Phoenix Center*

Detroit, MI

March 2023 - June 2023

- Promoted DPC's mission of ending youth homelessness on social media through marketing campaigns and social media creatives made in Canva
- Created and promoted marketing materials and assisted marketing director in social media campaign plans
- Increased attendance at community events through social media marketing

EDUCATION**Bachelor of Arts in Communication***Michigan State University*

Sept. 2020 - April 2024

- Additional major in Music, Voice
- Concentration in Intercultural Communication
- Extracurricular activities: Her Campus, executive board member, intern, and assistant copyeditor; March For Our Lives, national student organizer; MSU Opera Theatre, cast member
- Research Assistant: COM 100 – Human Communication, with Dr. Alison Eden
- Dean's List: Students that achieve over a 3.5 GPA

Graduate Certificate in Strategic Communication*University of Colorado Denver*

Currently Enrolled

CERTIFICATIONS**Advertising with Meta**

Issued by Meta, Jan. 2026

Digital Accessibility for the Modern Workplace

Issued by LinkedIn Learning, June 2026

Introduction to Social Media Marketing

Issued by Meta, Jan. 2026

Marketing With Canva

Issued by Canva, Sept. 2026

KEY SKILLS

- Salesforce Marketing Cloud
- Adobe Suite
- Microsoft 365
- Public Relations
- Social Media
- Clinical Recruitment
- Marketing
- Front-End Web Development
- Digital Content Management
- Art Directing