

Jewel Lyn Caruso

Marketing Office Coordinator and Merchandise Manager that is highly motivated and passionate about digital communications. Driven to provide the best work for any department and represent the company well.

EXPERIENCE

Terry College of Business Office of Marketing and Communications, Athens, GA — Merchandise Manager and Marketing Office Coordinator

NOVEMBER 2019 - PRESENT

- Currently helping Web Team with Drupal Migration
- Manages and oversees UGA's brand and trademarks; promoting brand identity.
- Utilizes Asana for projects, time management, and team workflow -- works with multiple clients in Terry College to provide merchandise, design, and communication resources.
- Provides communication between external UGA vendors with Terry's departments to provide well-branded merchandise.
- Created detailed training and onboarding manual for future employees at OMC.
- Helped create [trademark policies and merchandise guidelines](#) for Terry College.
- Responsible for organizing communications and scheduling office-wide meetings for OMC.
- Oversees Terry's department merchandise allocations and merchandise closet inventory in Asana.
- Exported leads from Terry's Facebook, Unbounce, and LinkedIn landing pages to upload into Ungerboeck.
- Manages and edits email campaigns for Terry's Executive Education in BusinessWise.
- Supervise and approve student workers pay; establishes a smooth, efficient workflow; and oversees daily office operation.
- Plans and oversees Terry's Faculty and Staff Portrait Day every fall with an external photographer; manages the college's communication for signing up.

MXDWN.com, Remote — Games News Writer

OCTOBER 2020 - MARCH 2021

- Wrote, edited, and proofread 300+ word articles daily to publish on the website.
- Work efficiently and effectively with the creative team and copyright team to publish appropriate images, links, and tweets.
- Meet quick deadlines and edits in an efficient and professional manner.
- Worked remotely which required a lot of self-motivation and work ethic to complete the assigned stories each week.

Bolton Dining Commons, Athens, GA — Student Manager

FEBRUARY 2016 - JUNE 2019

- Managed and created schedules for over 80+ student employees.
- Established and developed training manuals for student supervisors, clericals, and employees for the facility.
- Created a livesheet that tracked employees workload and tasks to be completed for each shift.
- Responsible for interviewing, hiring, and disciplinary actions of the student employees.
- Orchestrated special events for UGA Dining Services and assisted in designing setups and menus.

Phone: [REDACTED]
Email: [REDACTED]
LinkedIn: [linkedin.com/jewelcaruso](https://www.linkedin.com/jewelcaruso)

EDUCATION

Masters of Arts in Technical and Professional Writing with a Certificate in Digital Communications, Middle Georgia State University, 2020-Present, GPA: 4.0/4.0

Bachelors of Arts in English, University of Georgia, Graduated 2019

SKILLS

- GAIL/UGAMart/OneUSGConnect
- Code languages: HTML & CSS
- Client Services
- Project Management Software: WorkZone, Asana
- Ungerboeck, BusinessWise, OmniUpdate, Drupal, WordPress
- LinkedIn/Facebook/Unbounce Lead Management
- Journalism
- Adobe Premiere Pro, PDF, InDesign, Photoshop
- Excels in Leadership and Communication
- Knowledgeable in UGA's Brand and Trademarks
- Budget Management
- Microsoft Office, Google Suite
- Open Broadcasting System

PROFESSIONAL DEVELOPMENT

LinkedIn Certified in Adobe Premiere Pro

LinkedIn Certified in Creating & Managing a YouTube Channel

LinkedIn Certified in Drupal 8 Essentials

LinkedIn Certified in Learning Google Tag Manager

LinkedIn Skilled Badge in HTML

Dear Hiring Manager,

After reading about this exciting job opportunity at the University of Georgia, I am writing to express my profound interest in being considered for the Assistant to the Dean position. I believe I fit the qualifications for this position quite well and - I hope my letter and resume reflects this to you as well.

I am currently the Merchandise Manager and Marketing Office Coordinator for the Office of Marketing and Communications at the Terry College of Business. Our office just made the transition from the Project Management Site WorkZone to Asana so I have extensive knowledge of these two programs and overall project management organization. I work with multiple clients in Terry College on a daily basis to provide them with materials and assets to represent Terry College well. These clients, including the Dean's Office and Terry DAR, work with my office to provide their merchandise, design, and communication needs for donors. I also have intensive knowledge in Microsoft Office and Adobe Suite as well. When I was a student manager at UGA Dining Services, I created and maintained schedules for 80+ student staff employees.

I am also currently on the web team helping Terry College move the site to Drupal from OmniUpdate.

In my resume, I have been known to rise to leadership in terms of client services, training manual building, and my exceptional dedication to leading a project to success. I am knowledgeable in GAIL, OmniUpdate, Drupal, BusinessWise, and OneUSGConnect. In my current position, I have recently managed, staffed, and executed the Terry Faculty and Staff Portrait Spring 2021 Day and have been a part of UGA Dining Services events as well in the past. I also oversee our student staff and provide projects to delegate.

I am passionate about captivating professional relationships, improving processes to ensure excellent work quality, and a commitment to helping my team. I am an expert at communications and facilitating conversations between various groups and organizations.

I would be delighted to have an opportunity to discuss this position with you. Please let me know if you have any questions concerning my writing samples or application. You can reach me at your earliest convenience at [REDACTED].

Thank you for your consideration and I look forward to hearing back from your company.

Sincerely,
Jewel Caruso