

Caroline H. Leland

carolinehland@gmail.com | (252) 450-9281

EDUCATION

University of North Carolina at Chapel Hill | 2011-2015

Bachelor of Arts in Journalism and Mass Communication | Public relations specialization | Highest honors

- **Phi Beta Kappa Honor Society** | Cumulative GPA 3.85 | Major GPA 3.99
- **UNC Honors Program**: Selected for intellectual curiosity and academic achievement.
- **Buckley Public Service Scholar**: Performed 300+ hours of community service, attended four skills trainings.
- **Carolina United**: Selected as a participant on a weeklong retreat focused on diversity and leadership.

Duke University | 2011-2015

Attended via **Robertson Scholars Leadership Program**, a full-ride scholarship/leadership development program at Duke and UNC; grants “dual citizenship” with and a semester in residence at the sister campus.

University of Navarra | 2014

Studied **marketing** in Pamplona, Spain. Achieved proficiency in reading, writing, and speaking **Spanish**.

PROFESSIONAL EXPERIENCE

Content Specialist, Morehead-Cain Foundation | Chapel Hill, NC (2018 – present)

- Creating content for the Foundation’s online presence across all digital channels, plus paper mailers.
- Assisting Director of Communications with branding and communications strategy.

Freelance Writer/Content Strategist | Remote office (2016 – present)

- Contributor to NPR’s Here & Now, Nashville Public Radio, Southern Foodways Alliance, *Blue Ridge Outdoors*, *Our State*, *Nashville Post Magazine*, *Nashville Lifestyles*, *Edible Nashville*, and more.
- Produced written and audio content to build audience size/engagement for start-up Health:Further.
- Co-founder of writing consultancy WriteAid (www.writeaid.co)
- Selected for the first cohort of The Culinary Trust’s “Growing Leaders” Food Writing Fellowship.

Account Manager, Crossover Talent Recruitment | Remote office (2015 – 2016)

- Coordinated all communications for a portfolio of 15-20 clients.
- Closed biggest hire in company history (\$75k in annual revenue, compared to average \$6k).

Reporter/Editor, The Daily Tar Heel | Chapel Hill, NC (2011 – 2015)

- Reported a variety of news, feature, and enterprise stories.
- Generated story ideas, assigned stories, and edited for a team of 45 writers.
- Designed, implemented, and maintained a more efficient system for organizing story assignments.

Magazine Production Assistant, Slow Food USA | Brooklyn, N.Y. (Summer 2014)

- Brainstormed content ideas, improved internal organization.
- Solicited written and photo content, copy-edited written submissions, and shot photos for publication.

Community Nutrition Educator, City Harvest | New York, N.Y. (Summer 2014)

- Organized and led nutrition tours (in Spanish/English) in grocery stores in low-income neighborhoods.
- Forged and maintained relationships with partner agencies for maximum participation in tours.
- Designed and produced a supplemental tour leader training guide.

Assistant Blog Manager, BsAs4U Travel Agency | Buenos Aires, Argentina (Summer 2013)

- Generated written and photo content for more than 20 SEO articles on the agency’s English blog.
- Planned and blogged about independent excursions to various regions of Argentina.

Community Outreach Intern, Marketumbrella.org | New Orleans, L.A. (Summer 2012)

- Organized and ran special farmers market programs, including a series of canning demonstrations.
- Organized and ran an economic impact survey (including recruiting and organizing paid surveyors).

LEADERSHIP IN SERVICE

Director, [The Eastern North Carolina Internship Program](#) | Edgecombe County, N.C. (2013 – present)

- Identified and coached community leaders to serve as mentors for college-age summer interns.
- Won bid for Edgecombe as an established summer location for cohort of five Robertson scholars.
- Working with The ENCIP board to design new summer internships and grow program.

Member, [Robertson Alumni Council](#) | Remote (2014 – present)

- Designed and now managing class representative system for engaging every class year of alumni.
- Designed and organized monthly “Robertson Hangouts” for meaningful conversations between alumni.

Founding Board Member, [Slow Food Middle Tennessee](#) | Nashville, T.N. (2016 – 2017)

- Wrote website and event marketing copy, planned and wrote social media posts, etc.
- Organized SFMTN Book Club: hosted local authors for monthly Q&A and group discussion.

Director, [Robertson Mentoring Program](#) | UNC-CH and Duke (2013 – 2015)

- Recruited, trained, and supported scholar mentors for first-year students each semester.
- Organized a committee of students to plan and host monthly events for up to 50 people.

Peer Leader, [APPLES Service-Learning Program](#) | UNC-CH (2012 – 2014)

- **Winter Break Co-Chair:** Mentored the six student leaders of all three winter break trips by providing training, establishing deadlines, and maintaining accountability.
- **Trip Co-Leader:** Planned and led a four-day service-learning trip to Baltimore with 10 students

SKILLS

- **Social media:** Wordpress, Blogger, LinkedIn, Facebook, Instagram, Twitter, Pinterest, MailChimp
- **Software:** Microsoft Office, Final Cut Pro, Photoshop, Hindenburg, Google Drive, Adobe Acrobat, Outlook
- Fluent in **AP Style** (7+ years of usage) and **Chicago Style** (3+ years of usage)

CONFERENCES

- Just Food Conference – New York, NY, March 2018, March 2015
- Reducetarian Summit – New York, NY, May 2017
- Daily Tar Heel Homecoming Conference – Chapel Hill, NC, Feb. 2017
- Southern Foodways Alliance Summit: Food Media South – Birmingham, AL, Feb. 2017
- Tennessee Local Food Summit – Nashville, TN, Dec. 2016
- Southern Foodways Alliance Symposium: “Corn as Symbol, Sustenance, Problem” – Oxford, MS, Oct. 2016
- Global South Conference: “The State of the Plate” – Chapel Hill, NC, March 2015

ATHLETIC ACHIEVEMENTS

- 1:47:22 — Half marathon personal record: top 1% of female runners, top 3% of all runners (2017)
- 226.4 — Miles covered in 16-day Appalachian Trail solo hike (2016)
- 11-day National Outdoor Leadership School backpacking expedition in Utah’s Canyonlands (2012)
- 22-day Outward Bound backpacking expedition in California’s Sierra Nevada Mountains (2011)