

# Caroline H. Leland

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## 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, academic achievement, and commitment to learning.
- **Buckley Public Service Scholar**: Performed 300+ hours of community service and 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, N.C. (May 2018 – present)

- Strategizing and creating content for all digital channels plus print mailers.
- Collaborating with Director of Communications on branding and communications strategy.
- In addition to written content: launched and now managing a recruitment blog, a book club, and a podcast—all contributing to the Foundation’s fundraising and community-building efforts.

### **Freelance Reporter/Content Strategist** | Nashville, T.N. (2016 – 2018)

- Contributor to a number of NPR affiliates plus several regional and local magazines and websites.
- Strategized and produced content to build audience size/engagement for startup company Health:Further.
- PR writer for a number of local companies, including Foodshed Nashville and Slow Food Middle TN.

### **Account Manager, Crossover Talent Recruitment** | Austin, T.X. (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** | UNC-CH (2011 – 2015)

- Reported a variety of news, feature, and enterprise stories.
- Generated story ideas, assigned stories, and edited for a team of 45 writers.

### **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 and English) in grocery stores in low-income neighborhoods.
- Forged and maintained relationships with partner agencies for maximum participation in tours.

### **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.
- Wrote the weekly e-newsletter for a readership of 4,250.
- Organized and ran an economic impact survey (including recruiting and organizing paid surveyors).

## LEADERSHIP IN SERVICE

**Director, The Eastern North Carolina Internship Program** | Tarboro, N.C. (2013 – present)

- Leading a board of nine community members to design and manage a summer internship program.
- Led brand design process; now managing all communications for recruiting intern applicants.

**Co-chair, Robertson Alumni Council** | Remote (2014 – present)

- Co-leading a Council of seven Robertson Alumni to design and implement all alumni programming.
- Designed and implemented class representative system for engaging every class year of alumni.

**Co-founder, Slow Food Middle Tennessee** | Nashville, T.N. (2016 – 2017)

- As **Secretary**: managed all communications including website copy, event marketing, etc.
- As **Liaison to the National Office**: coordinated all communications with Slow Food USA.
- 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-years each semester.
- Organized a committee of students to plan and host monthly events for up to 50 people.
- Standardized methods for soliciting feedback, requesting funds, and maintaining records.
- Expanded the program to include matriculated scholars and Semester Switch scholars.

**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 (Fall 2013).
- **Trip Co-Leader**: Planned and led a four-day service-learning trip to Baltimore with 10 students (Fall 2012).
- **Trip Participant**: Selected for a 9-day trip to Sampson County, N.C., focused on Latinx communities

## SKILLS

- **Social media**: Wordpress, Blogger, Facebook, Instagram, Twitter, Pinterest, LinkedIn, Buffer, MailChimp
- **Computer programs**: Microsoft Office, Hindenburg, Google Drive, Photoshop, Adobe Acrobat, Pro tools
- Fluent in **AP Style** (8+ years of usage) and **Chicago Style** (4+ years of usage)

## CONFERENCES

- North Carolina Center for Nonprofits Conference – Raleigh, N.C., Nov. 2018
- Just Food Conference – New York, N.Y., March 2018 and March 2015
- Reducetarian Summit – New York, N.Y., May 2017
- Daily Tar Heel Conference – Chapel Hill, N.C., Feb. 2017
- Southern Foodways Alliance Summit: Food Media South – Birmingham, A.L., Feb. 2017
- Tennessee Local Food Summit – Nashville, T.N., Dec. 2016
- Southern Foodways Alliance Symposium: “Corn as Symbol, Sustenance, Problem” – Oxford, M.S., Oct. 2016
- Global South Conference: “The State of the Plate” – Chapel Hill, N.C., March 2015

## ATHLETIC ACHIEVEMENTS

- 1:44:46 — Half marathon personal record; top 6% of runners (2019)
- 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)