

Caroline H. Leland

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WORK EXPERIENCE

Communication Specialist, Carolina Center for Public Service | UNC-Chapel Hill (June 2019 – present)

- Responsible for all communications strategy and projects at this pan-University center, including website, social media, email, printed collateral, and all branding, marketing, and public relations for the Center.
- Supervising student workers who focus on content and communications.

Content Specialist, Morehead-Cain Foundation | Chapel Hill, N.C. (2018 – 2019)

- Produced written, visual, and audio content for what became the website's most visited pages.
- Increased digital audience size and engagement through strategic and high-quality social media posts.

Freelance Reporter/Writer/Editor | Nashville, T.N. (2016 – 2018)

- Contributor to NPR affiliates plus several regional and local magazines and websites.
- PR writer/audio producer for organizations including Health:Further and Slow Food Middle TN.
- Award-winning video-based teacher on learning platform Skillshare.

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.

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.
- Consistently seeking/implementing best practices in nonprofit leadership, program design/evaluation, etc.

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

- Co-leading seven Robertson alumni to design and implement all Robertson Scholars 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)

- Managed all communications, including website copy, event marketing, etc.
- Organized SFMTN Book Club: hosted local authors for monthly Q&A and group discussion.

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.

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.

ATHLETIC ACHIEVEMENTS

- 3:49:28 — Marathon personal record; top 30% of runners and 5th in age group (2019)
- 1:44:46 — Half marathon personal record; top 6% of runners (2019)
- 226.4 — Miles covered in 16-day Appalachian Trail solo hike (2016)