

Caroline Sorrentino

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I am a recent graduate of the University of Miami with a Bachelor's degree in Public Relations and minors in Communications and Marketing. I bring strong written and verbal communication skills, creative problem-solving, and a sharp attention to detail, paired with a passion for storytelling, visual branding, and consumer engagement. I possess an aesthetically astute eye for detail and design, excellent brand and product sense, and a passion and understanding around the intelligence and influence of integrated marketing, brand management and strategic communication initiatives. I am a dynamic and engaging communicator, with excellent analytical skills, adept at reading data for insights as well as reading clients for feedback. My experiences include brand strategy, global marketing, integrated marketing and communications, KPI tracking, jewelry and luxury PR, financial communications, content creation, marketing strategy research, competitive research and analysis, experiential marketing, and event planning. I thrive in fast-paced environments and bring strong organizational, time management, and cross-functional collaboration skills.

EDUCATION

University of Miami, Coral Gables, Florida

May 2025

Bachelor of Arts, Public Relations; Minor, Marketing and Communications

EXPERIENCE

Lions and Willows Swimwear, University of Miami Capstone, Coral Gables, FL

August 2024- December 2024

Brand Strategy Intern

- Crafted and refined the brand voice, messaging framework, and visual identity for Lions and Willow swimwear, ensured consistency across all platforms and communications
- Conducted extensive market research and competitor analysis, identified opportunities, differentiated the brand; designed comprehensive media kits, showcased Lions and Willow's vision, mission, product offerings, and unique value propositions
- Authored and distributed press releases, showcased key milestones, product launches, and corporate developments, generated media coverage and buzz
- Created detailed executive biographies for Lions and Willow's leadership team, emphasized expertise, achievements, and vision, prepared speaking points and messaging for executives for media interviews, panel discussions, and investor meetings
- Designed and delivered marketing pitch for investor confidence and funding, compiled data-driven presentations, performance metrics, growth potential, and market analysis, demonstrated company's profitability and scalability; integrated multimedia elements, videos, testimonials, and product demos

Revlon Inc., Elizabeth Arden Skincare, New York, NY

May 2024- August 2024

Global Marketing Intern

- Conducted comprehensive competitive analyses, assessed industry trends, product positioning, and consumer behavior within global skincare market; evaluated competitor strategies, pricing models, and marketing approaches, identified strengths, weaknesses, opportunities, and threats (SWOT)
- Analyzed sales data, market performance metrics, and customer insights; compiled detailed reports and dashboards for senior marketing teams
- Researched, tracked, and reported weekly trends in beauty and skincare marketplace, identified product innovations, influencer marketing, emerging consumer preferences; summarized analysis, created visually engaging decks and presentations, informed strategic decision-making
- Designed comprehensive go-to-market strategy tailored to capture loyalty of Gen Z audiences, integrated key elements, digital marketing, influencer collaborations, social media campaigns, and experiential activations; incorporated cultural insights, emerging digital platforms, ensured relevance to Gen Z consumers
- Delivered formal presentation to senior marketing executives, articulated key insights, proposed tactics, and anticipated outcomes, demonstrated data-driven and creative audience engagement
- Collaborated and supported product development, sales, and digital marketing teams, ensured alignment of messaging

Modern Luxury Hampton Magazine, Bridgehampton, New York

May 2023- August 2023

Marketing and Event Planning Intern

- Developed and executed digital marketing campaigns, promoted events, increased audience engagement, created press releases, public relations materials that announced events, sponsorships, and key partnerships; conducted media outreach, established relationships with journalists, influencers, and media outlets, amplified event promotions
- Planned and executed multiple high-profile sponsored events for luxury fashion brands including Manolo Blahnik, Gucci, Cinq à Sept, and Zimmermann; managed all aspects of event planning from concept development and timelines to budget tracking and post-event reporting
- Managed on-site event logistics including setup, guest list check-ins, and post-event breakdown; collected and analyzed data on attendance and sponsor satisfaction, and prepared recap reports with strategic recommendations
- Collected and analyzed data on attendance, audience engagement, and sponsor satisfaction, prepared post-event reports, provided KPI-based recommendations to improve future event strategy

Kelleher Financial Advisors (Wall Street Access), New York, NY

May 2022- August 2024

Financial Communications Intern

- Created and maintained engaging website content, communicated company's financial services, achievements, and strategic initiatives, ensured website materials were clear, accurate, and aligned with the branding and messaging strategies
- Developed investor proposals, presentations, and reports, showcased company performance, financial highlights, and growth strategies, compiled data and financial insights into compelling narratives
- Supported investor relations teams, provided content for annual reports, earnings releases, and stakeholder communications
- Authored executive biographies, reflecting leadership experience, professional achievements, and contributions, while strengthening business writing and brand storytelling tailored to internal and external audiences

SKILLS: Microsoft Office Suite, Word, Advanced Microsoft Excel, PowerPoint, Google Suite, Adobe Creative Cloud, Canva, Mintel, Brandwatch, CRM, Salesforce, social media platforms