

# CAROLINE WELCH

15 Lee Drive, Morristown, New Jersey 07960  
carolinewelch02@gmail.com • (908) 451-9561

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## PROFESSIONAL EXPERIENCE

**DeSantis Breindel**, New York, NY

*Senior Freelance Branding Strategist and Writer, June 2019–Present*

*Senior Strategist and Writer, June 2018–June 2019*

- Ideated and created internal and external brand-led campaigns for B2B clients across a wide range of sectors, including finance, technology, law, and more
- Crafted strategic deliverables, including brand positioning, personality, messaging, and more
- Served as the company's only full-time writer; collaborated with both strategic and creative teams to lead all content-driven projects for key clients, including Goldman Sachs, Thornton Tomasetti, and ENGIE

**FutureBrand**, New York, NY

*Senior Writer, April–June 2018*

*Writer, November 2015–April 2018*

- Helped companies connect with their target audiences and stand out in the marketplace by creating clear, compelling brand voice guidelines that resonate across all communications
- Conducted competitive audits, and offered strategic writing and messaging recommendations for top B2B and B2C clients, including Adient, Cadillac, Sentry Insurance, and Tupperware
- Developed key content for brands—from web copy and taglines to video scripts and boilerplates
- Received annual office-wide award for exemplifying company value of positivity, two years in a row

**Influenster**, New York, NY, *July 2014–October 2015*

*Account Strategist*

- Managed social media / marketing sampling programs at a mid-level start-up for 30+ clients, including Unilever, Conagra, L'Oréal, and Johnson & Johnson
- Wrote and tailored digital, social, and print campaign communications to drive ROI for brands
- Provided guidance to senior-level brand managers to ensure program success and business renewal

**The Tufts Daily**, Medford, MA, *August 2013–May 2014*

*Editor-in-Chief*

- Led as editorial director of independent, student-run newspaper with a circulation of 4,000, ranked the seventh-best college paper in the country by The Princeton Review
- Managed 120+ staffers; wrote and edited news, features, arts, and sports stories; 40+ hours weekly

**Siegel+Gale**, New York, NY, *June–August 2013*

*Strategy Intern*

- Provided detailed research and in-depth brand analysis for department directors; wrote for the S+G blog
- Contributed to brand audits for various Fortune 500 clients, including HP and American Express

**The Daily, News Corporation**, New York, NY, *June–August 2012*

*News Intern*

- Wrote articles for the company's now-folded iPad publication, which had 100,000+ subscribers and 250,000+ unique readers per month
  - Developed daily content for social media (50+ Facebook posts)
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## EDUCATION

**Tufts University**, Medford, MA, Bachelor of Arts in English, *May 2014*

**GPA:** 3.83, Magna Cum Laude, Phi Beta Kappa National Honors Society, Dean's List for all semesters

**Institute for the International Education of Students**, Madrid, Spain, *January–May 2013*

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## ACTIVITIES & SKILLS

**Girls Write Now**, Mentor, New York, NY, *September 2017–February 2018*

- Meet weekly with a mentee from an underserved community to help build her writing skills and confidence

**Back on My Feet**, Volunteer, New York, NY, *April 2016–February 2018*

- Join at least one 5:30 AM run per week with a team of volunteers and veterans working to overcome drug addiction and homelessness; attend social events and other fundraisers for the organization

**Intramural Soccer and Volleyball**, Team Member, New York, NY, *May 2015–Present*

- Participate in various recreational and competitive sports leagues, playing 1-3 times per week

**Languages:** Intermediate Spanish

**Applications:** Microsoft Office, Adobe InDesign, and Adobe Photoshop