

## CAROLYN F

GEOGRAPHY: Northern California and Bay Area, Southern California

INDUSTRY: [Investment/Finance](#), [Marketing/Advertising](#), [Start-Ups](#), [Technology](#)

## Education

### Scripps College

Expected 2015

Economics Major and Computer Science Minor

Scripps College Economics Society

## Experience

### Murmur: Vice President of Growth

October 2014 – Present

- Responsible for development and implementation of growth strategy. Communicate with consumers and development team to customize the brand.
  - Backend coding of blog and website design in HTML and CSS through Wordpress and Squarespace.
  - Establish relationships and coordinate interviews with influential tastemakers.
  - Manage brand content and consistency across website, blog, app, and social media.
    - Social media growth between October and December 2014: Instagram +323%, Twitter +35%, and Facebook +4%.

### Siemens Software Product Lifecycle Management: Internship

April 2013 – November 2014

- Created framework for large project within NX software for CAD, CAM, and CAE design, simulation, and manufacturing in C/C++.

### Scripps College Annual Fund: Fundraiser

September 2011 – May 2013

- Cold called alumnae and parents. Averaged 130 calls in 3-hour shift. Used communication and negotiation skills for soliciting donations for the Annual Fund through phone calls with alumnae and parents. Developed new script for future callers emphasizing personal rapport.
  - Awarded "100 Grand Award" for 2012-2013 academic years for raising \$100,000 in two years of employment.
  - Achieved a personal average pledge rate of 85.9% and fundraised \$39,280 in Fall 2012 semester.
  - Awarded "Credit Card Wiz Award" for 2011-2012 academic years for securing the most credit card donations of all employees.

### Wyzant: Tutor for Elementary, Middle, and High School Students

September 2011 - Present

- One on one and group tutoring for a variety of Elementary, Middle, and High School subjects.

### ICES Education: Program Leader

Summer 2012

- Taught modified engineering design process to youth of diverse and low-income backgrounds.

## Technical Skills

- Programming Experience: C++, Python, Racket, Prolog, Java, and JFLAP
- Software Experience: MATLAB, SolidWorks, and NX