

Carla Garcia

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EDUCATION

School of Professional Studies, Northwestern University, Chicago, IL February – August 2018
Full-Stack Web Development Coding Boot Camp

- **Final Project:** Jamspot, a collaborative social network for musicians, built with the MERN stack

Medill School of Journalism, Northwestern University, Evanston, IL September 2013 – June 2017
Bachelor of Science in Journalism, Integrated Marketing Communications Certificate, Psychology Major

- **Honors:** summa cum laude (GPA: 3.98), Kappa Tau Alpha, Dean's List (fall 2013 – spring 2017), inaugural Peter Alexander Scholarship in Journalism recipient

Universidad de Sevilla, Seville, Spain September – December 2015
Sweet Briar College JYS in Seville Immersion Study Abroad Program

PROGRAMMING TECHNOLOGIES

Proficient: JavaScript ES6, Node.js, Express, React, jQuery, MongoDB, Git, Heroku, HTML5, CSS3
Familiar: MySQL, RESTful APIs, Netlify, Firebase, Handlebars, Python

PROFESSIONAL EXPERIENCE

Cramer-Krasselt, Chicago, IL September 2016 – July 2018
Junior Brand Planner (August 2017 – July 2018)

- Developed marketing strategy for B2B and B2C clients, such as Edward Jones and ADM
- Conducted and analyzed qualitative and quantitative research for clients and new business pitches
- Built trend and insight decks to inspire and inform strategic development and creative execution
- Wrote a monthly company-wide data strategy newsletter and blog posts for the C-K website

Brand Planning Intern (September – December 2016)

Time Inc., New York, NY June – August 2016
Brand Marketing Intern at Food & Wine

- Developed and planned events, such as the Classic in Aspen festival and a new speaker series
- Researched, budgeted, managed and distributed branded merchandise for clients and partners
- Created and updated sell sheets, presentation decks and other promotional materials

Town & Country Philippines, Mandaluyong, Philippines June – August 2015
Editorial Intern

- Researched, reported and wrote multiple pieces for the September and October 2015 issues
- Edited press releases and assisted with copy editing and interview transcription
- Posted on the brand's Facebook and Instagram accounts and tracked social media reach

RESEARCH AND ACTIVITIES

Personality Across Development Lab, Evanston, IL March – June 2017
Studies child and adolescent personality in relation to behavior, decision making and life outcomes
Research Assistant

Body and Media Lab, Evanston, IL September 2016 – June 2017
Studies the relationship between cultural media practices and women's body image
Research Assistant

St. Baldrick's, Evanston, IL September 2016 – June 2017
Raises funds to find a cure for childhood cancers by organizing an annual head-shaving event
Marketing Committee Member

Spoon University, Evanston, IL October 2014 – June 2017
Publishes an annual print magazine and daily online content about food for college students
Print Director (January 2016 – June 2017)

- Oversaw print magazine production, from initial story assignments to final approval of proof
- Managed editorial staff and coordinated with photography and design teams
- Edited all print articles for style, grammar and content

Editor (April 2015 – January 2016), Staff Writer (October 2014 – April 2015)

ADDITIONAL SKILLS

Certifications: Qualtrics Research Core Expert

Software: Adobe InDesign, Adobe Premiere Pro, Crimson Hexagon, Qualtrics, SPSS, WordPress

Spoken Languages: English (fluent), Spanish (proficient)