

Carla Garcia

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EDUCATION

Northwestern University Coding Boot Camp, Chicago, IL February – August 2018
Completing a six-month full-stack development certificate program

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: 3.98/4.00), Kappa Tau Alpha, Dean's List (Fall 2013 – Spring 2017), inaugural Peter Alexander Scholarship in Journalism recipient
- Relevant Courses: Consumer Insight, Research for Marketing Communications, IMC Strategy, Strategic Communications, Presenting Data and Ideas, Multimedia Storytelling

Universidad de Sevilla, Seville, Spain September – December 2015
Studied Spanish language and liberal arts

PROFESSIONAL EXPERIENCE

Cramer-Krasselt, Chicago, IL August 2017 – Present
Junior Brand Planner

- Develop strategy for B2B and B2C clients, such as Edward Jones, ADM and TreeHouse Foods
- Design, conduct and analyze qualitative and quantitative research for clients and new business
- Build trend and insight decks to inspire and inform strategic development and creative execution
- Write a monthly, agency-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 Voices panel series
- Researched, budgeted, managed and distributed branded premiums 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 2017 – 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 production of the print magazine, 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

Languages: English (fluent), Spanish (proficient)

Programming: HTML, CSS, JavaScript (Node, Express, React, jQuery), MySQL, MongoDB, Python, Git

Social Networks: Facebook, Instagram, Twitter, Snapchat, LinkedIn, WordPress, Slack

Software: Microsoft Office, Photoshop, Premiere Pro, InDesign, Qualtrics, SPSS, Crimson Hexagon