

Caroline Meredith

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EDUCATION

Brigham Young University – Marriott School of Business

Provo, UT

Bachelor of Science in Pre-Business

Apr 2028

- GPA 3.97, ACT 32 (96% percentile nationwide), 9 Writing portion (96% percentile nationwide)
- Member of Marketing Association, BYUSA volunteer

Bingham High School (BHS)

South Jordan, UT

High School Diploma

Aug 2019 – Jun 2022

- GPA 3.96, honor roll for 12 consecutive quarters
- Chords for outstanding achievement in mathematics, science, world languages, and language arts
- AP Scholar with Distinction (scored 5 on four exams and 4 on one exam)
- Award winner for school-wide film competition
- Sterling Scholar nominee for social sciences

EXPERIENCE

General Mills

Provo, UT

Project Manager (OCI)

Jan 2023 – Apr 2023

- Moderated two focus groups to provide valuable consumer insight into the nutrition bar market
- Conducted market research and analysis to develop three consumer personas
- Organized 500 hours of work through a Gantt chart to manage team productivity

Yearbook

South Jordan, UT

Editor of Photography

Aug 2020 – Jun 2022

- Mentored team members on design, layout, and presentation of 200+ page yearbook
- Advised new yearbook staff and advisor after ~75% turnover between junior and senior year
- Photographed events during and after school to improve student and activity coverage

LEADERSHIP & SERVICE

BYU Student Association

Provo, UT

In-Person Marketing Team Lead

Feb 2023 – Apr 2023

- Coordinated in-person events to improve campus through statistically significant survey responses
- Promoted the Student Advisory Council to increase student awareness and involvement

National Honor Society

South Jordan, UT

Vice President of Technology (BHS Chapter)

Aug 2021 – Jun 2022

- Created and maintained chapter website for improved communication
- Established attendance tracking system with QR code technology
- Designed and advertised visually appealing posters to promote NHS information
- Led and participated in service projects for children, refugees, and students

Seminary Council

South Jordan, UT

Council Member

Jun 2021 – Jun 2022

- Directed, filmed, and edited video projects to promote the seminary program and its events
- Collaborated with council members and faculty to plan service activities and devotionals
- Identified and scheduled keynote speakers for two of the four quarterly devotionals

AWARDS, SKILLS & INTERESTS

- Proficient in Adobe Photoshop, Lightroom, and Illustrator and Canva
- Certified Microsoft Office Specialist, trained in Final Cut Pro
- Ward Relief Society President (June 2022 – Apr 2023)
- 6 years of experience in photography and videography
- Have lived in Singapore and Hong Kong