

Caroline da Cunha

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EDUCATION:

Startup Institute

Technical Marketing Student

Boston, MA

June 2013-Present

- Selected by Startup Institute in a highly competitive process to attend high impact intensive training program
- Focused on developing core marketing skills, including SEO, paid ad placement, content and inbound marketing, customer engagement analytics, branding and positioning, and social media community management
- Serving as a brand ambassador to increase Startup Institute's presence in the tech and educational community

Dickinson College

Carlisle, PA

May 2009

- Bachelor of Arts, Sociology Major with a Concentration in Consumer Behavior, Economics Minor
- Study Abroad: Université of Paul Cézanne Aix-Marseille III in Aix-en-Provence, France, Summer 2007

EXPERIENCE:

EverTrue

Inbound Marketing Intern

Boston, MA

April 2013-June 2013

- Authored eBook on mobile trends and suggested apps for fundraising professionals to utilize during their travels- to be released in July 2013
- Created actionable blog content on various advancement related topics, including how to engage alumni on Vine ([link](#)), how Wofford College grew their Instagram following from 150% in 10 days ([link](#)), and tips and tools for producing an killer annual report ([link](#))

NARAL Pro-Choice America

Major Gifts Associate

Washington, DC

October 2011-April 2013

Major Gifts Assistant

July 2010-September 2011

- Analyzed giving-history data combined with donor research to identify leads resulting in a 27% increase in overall giving
- Managed a portfolio of our top 200 donors and cultivated relationships between those donors and our president through personalized correspondence and arranging in-person meetings nationwide
- Built a pipeline of future donors by forming and leading a group of young professionals in DC which engaged their peers by hosting various programmatic focused events
- Planned and provided support for major donor events ranging from small cultivation events (30-40 attendees) to large scale fundraising events (up to 700 attendees)
- Worked with the Assistant Director of Development for Major Gifts to manage the national Major Gifts program, meeting a budget of \$2.5 million
- Supervised Major Gifts/Development Interns

Z Communications

Public Relations Intern

Bethesda, MD

February 2010-June 2010

- Supported media based client projects by pitching radio news releases and public service announcements
- Assisted with prize-fulfillment for high level multimarket radio promotions

O'Neill and Associates

Public Relations Intern

Boston, MA

September 2009-February 2010

- Authored press releases and media advisories for clients spanning the hospitality and tourism, non-profit, and financial services sectors
- Conducted research to obtain media clips providing relevant information for clients and employees

OTHER:

- Recognition: *Order of Omega Scholar* and *Rho Lambda* (Honor and Leadership Society)
- Interests: travel, kayaking, and sketch comedy