

Caroline Brew

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EDUCATION

NORTHWESTERN UNIVERSITY

Evanston, Ill.

Bachelor of Science Journalism

Expected March 2024

Pursuing **Integrated Marketing Communications** certificate and **Legal Studies** and **Creative Writing** minors

Cumulative GPA: 3.97/4.00; Dean's List 8/8 quarters

EXPERIENCE

The Daily Northwestern

Evanston, Ill.

Investigations Editor

Dec. 2022 – March 2023

- Oversaw all longform investigative pieces, edited multiple 3,000+ word articles throughout quarter and worked with reporters to pitch and source for investigations

Assistant Campus Editor

Jan. 2022 – June 2022

- Edited articles on campus news and student life three nights per week, covered breaking news, managed features and attended weekly pitch meetings

Diversity and Inclusion Chair

March 2022 – June 2022

- Hosted staff trainings on diverse and inclusive coverage, worked with reporters to help with diverse sourcing and wrote staff newsletters about best reporting practices

Reporter

Sept. 2020 – Present

- Led the COVID-19 and student life and student identity group beats, covering everything from vaccine distribution in the Illinois Department of Corrections to initiatives from clubs celebrating identity and culture

Form & Function Marketing

Evanston, Ill.

Account Strategist

Jan. 2022 – March 2023

- Pitched and executed ideas to conduct campaigns for startups and local businesses, working with a variety of clients from luxury travel agencies to environmental coalitions
- Launched and ran travel-based startup's Instagram by creating daily posts using Figma, generating thousands of views and likes which contributed to hundreds of app waitlist sign-ups
- Received club-wide "Standout Social Media" award

Factal

Remote

Editorial Intern

June 2022 – Sept. 2022

- Wrote real-time alerts on breaking news for major companies and NGOs
- Identified, assessed, verified and geolocated global events by closely monitoring news feeds with digital tools, social media and local media
- Covered international news including war in Ukraine, the Israeli-Palestinian conflict and record flooding in Pakistan

Bekome

Evanston, Ill.

Marketing, Social Media & Growth Intern

Sept. 2021 – March 2022

- Pitched, wrote and published articles to mental health startup Bekome's blog to answer client questions and establish brand voice
- Collaborated with founders and marketing team to create cross-channel content and launch social media presence
- Assisted with website design on Squarespace

ADDITIONAL

Skills: AP Style, Adobe Creative Cloud, Microsoft Office Suite, HTML/CSS

Interests: Crocheting, embroidery, thrifting, Russian literature, community outreach, teaching swim lessons