

CAROLINE HARRIS

PROGRAMMING DIRECTOR

PROFILE

CREATIVITY RUNS IN MY BLOOD. COMING FROM A LINE OF ENTREPRENEURS, I HAVE CULTIVATED AN EMPATHETIC AND INNOVATIVE MINDSET. MY PASSION FOR PEOPLE AND EYE FOR DESIGN LED ME TO PURSUE A CAREER IN MEDIA AND ENTERTAINMENT, SPECIFICALLY IN THE EMERGING WORLD OF STREAMING. LET'S CREATE.

CONTACT/WORK

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EDUCATION

UNC CHAPEL HILL
BUSINESS ADMINISTRATION
Entrepreneurship, Ad/PR
2017-2021

LONDON SCHOOL OF ECONOMICS
SUMMER 2019

SKILLS

PROJECT MANAGEMENT —●—
ADOBE CC: Ai, Pr —●—
PUBLIC SPEAKING —●—
LEADERSHIP —●—
MICROSOFT SUITE —●—
EMPATHY —●—
ADAPTABILITY —●—

EXPERTISE

CREATIVE INNOVATION
SOCIAL MEDIA
WRITING
COMMUNICATION
PROBLEM-SOLVING
TIME MANAGEMENT

EXPERIENCE

THE DESIGN NETWORK BUSINESS DEVELOPMENT INTERN

SUMMER 2020-PRESENT

Developed a full production plan for major brand integration show in Wilmington, NC
Scouted, interviewed, and confirmed talent to build out a \$200K integration deal with Michael's Craft Store and assisted in production of two shows to completion
Revamped blog with weekly posts and increased engagement by more than 100%
Innovated new advertising sales strategy in the emerging Connected TV (CTV) media marketplace

AMB DESIGN INTERIOR DESIGN INTERN

SUMMER 2018

Collaborated with experts and clients on a budget to bring 50+ commercial and residential projects to life through personalized AutoCAD, floorplans, and specs
Strategized architecture and layout plans in-person to create efficiency and coherence on a multi-million dollar budget for homes in Utah, Colorado, California, and Connecticut

INVOLVEMENT

UNC DANCE TEAM CAPTAIN

UNC FAMILY BUSINESS CLUB VP, HEAD OF SOCIAL MEDIA

PITT HOPPIN DANCE MARATHON FOUNDER AND COORDINATOR