



Caroline E. Downer

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www.carolinedowner.com

Prolific in content generation. Particular in meeting client and deadline demands. Proficient in AP style.

CAREER EXPERIENCE

LSU Sports Information Office

2011-2014

Sports Information Director for women's tennis

Wrote and edited all content for annual media guide.

Wrote advance and recap press releases for every women's tennis event.

Served as news media's primary contact for interviews and information.

Feature writer for LSU football, baseball

Wrote cover stories and inside feature stories for football game program, "At the Game."

Profiled NFL draftees Odell Beckham Jr. and Jarvis Landry and MLB draftee JaCoby Jones.

Sports Information Director for launch of new varsity sport

Created social media presence for launch of LSU's new sand volleyball program.

Generated all content for sand volleyball's Facebook, Twitter and Instagram accounts.

Wrote advance and recap press releases for every sand volleyball event.

Served as news media's primary contact for interviews and information.

Sports Information Office

Served as press box and on-field assistant for all home football games.

Tracked social media analytics, wrote press releases and edited copy for print and Web.

Gathered and distributed quotes on deadline from coaches and players in all sports.

Southeastern Conference

2011

Press box assistant

Distributed stats to the news media throughout the 2011 championship football game.

NCAA

2012-2014

Press box and sideline assistant

Assisted the NCAA 2012, 2013 and 2014 women's basketball tournaments.

Assisted the 2012 NCAA regional and super regional baseball tournaments.

Cox Communications Academic Center for Student-Athletes

2011-2014

Updated the Academic Center for Student-Athletes website.

Wrote monthly Student-Athlete of the Month press releases.

Wrote community-service press releases for all varsity sports.

EDUCATION

Louisiana State University *Baton Rouge, Louisiana*

May 2014

Bachelor of Arts in Mass Communication in Public Relations.

3.67 grade point average while working throughout school.

DISTINGUISHED ACHIEVEMENT

ConocoPhillips Scholarship

Omicron Delta Kappa Leadership Honor Society

Manship Ambassador honoree by the Manship School of Mass Communication

Public Relations Student Society of America

Public Relations Director, Delta Gamma

ImPRint Public Relations Firm