

CAROLINE SHERIDAN

Public Relations and Communications Professional

EDUCATION

Southern Methodist University

Bachelor of Arts, *Cum Laude*
Corporate Communications & Public Affairs
December 2018

MINORS: Fashion Media, Journalism, Art History

HONORS: Second Century Scholar

ACTIVITIES & ASSOCIATIONS:

- Chi Omega Fraternity, Executive Director of Programming, Marketing Apparel Chair
- Rent The Runway, Campus Representative Coordinator
- SMU Look, Digital Director and Contributor
- SMU Student Media, Contributor

SKILLS & PROFICIENCIES

Video Editing, Adobe Creative Suite, Word Press, Camayak, NX5U HD Camera, DSLR Camera, AP Style, Social Media (Instagram, Facebook, Twitter, LinkedIn), HubSpot, Cision, Meltwater, Microsoft Office

GET IN TOUCH

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LinkedIn: linkedin.com/in/caroline-a-sheridan/

Portfolio: carolineasheridan.com

EXPERIENCE

NEIMAN MARCUS GROUP

Dallas, TX
April 2019 - present

Specialist, Corporate Communications & Public Relations

October 2020 - present

Coordinator, Brand Public Relations

April 2019 - October 2020

- Promoted after 1.5 years for co-leading all PR efforts and increasing internal communications responsibilities.
- Recognized as NMG Best, the highest associate award at the company, for contributions to the Covid-19 Response Team in the 2020 fiscal year.
- Coordinate image, sample, and interview requests with local and national media outlets on a daily basis.
- Proactively conduct outreach with local and national media for press inclusion for products and stories. Target local press in San Francisco, Los Angeles, Houston, Dallas, Chicago, and Miami, and secure coverage in national publications including WWD, Southern Living, Allure, InStyle, Footwear News, The Oprah Magazine, and Marie Claire, among others.
- Write media alerts, press releases, pitches, briefing documents, internal announcements and newsletters, and other materials as needed.
- Collaborate with merchant, creative and marketing teams to identify and pitch key products and events and support major campaigns.
- Aid with internal and corporate communications, including brand partnership with Fashionphile, industry events, internal and executive communications, newsletters to over 9,000 associates, diversity and belonging strategy, COVID-19 response and bankruptcy proceedings.
- Assist with associate recognition, philanthropic and corporate giving. Responsibilities include co-planning the largest internal event of the year, NMG Best, as well as help with a company-wide fundraising campaign, confirm corporate giving obligations and handle requests for charitable support from dozens of organizations as needed.

MARKETSCALE

Dallas, TX

Social Media Specialist

February 2019 - April 2019

- Create, execute and monitor multi-platform social strategies for client and original content.
- Provide insights & recommendations for social media strategies, analyze social media initiatives, drive social traffic & engagement to direct traffic to website, assist editors in copy edits & SEO optimization.

CITY HALL

Dallas, TX

Digital Media Intern

September 2018 - December 2018

- Digital Media Intern in the Public Affairs Office
- Plan and publish social media posts, write news blog posts & press releases, attend planning meetings.
- Increase audience engagements on Instagram, Twitter & Facebook; drive traffic to blog via social channels.

NORTHPARK CENTER

Dallas, TX

Public Relations & Marketing Intern

January 2018 - August 2018

- Public Relations and Marketing Intern in the management offices.
- Plan and publish social media posts through Meltwater, assist in daily tasks in office & at the Center, research content for website & TV segments, create photo and video content utilizing Adobe software.