

Charlotte Mary Pratt

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EDUCATION

UNIVERSITY OF MICHIGAN, Ann Arbor, MI

B.A. in Communications and Media; concentration in Marketing; proficiency in Spanish

- **GPA:** 3.96 (high distinction)
- **Phi Beta Kappa Academic Honor Society**, 2023
- **Phi Kappa Phi Academic Honor Society**, 2023
- **Honor Society® Member**, 2023
- **James B. Angell Scholar** (3+ semesters As)
- **University Honors** (3.5+ GPA)
- **Teaching Assistant**, Ross Business School: MKT 407 *Designing Persuasive Communications*, 2023
- **Michigan Comm and Media Professionals**, 2022-23
- **TikTok Chairwoman**, Gamma Phi Beta, 2021-22

LOYOLA UNIVERSITY MARYLAND, Baltimore, MD

Communications Major; Digital Media Specialization; double Minor in Marketing & Latin American and Latino Studies

- **GPA:** 3.93
- **Honors Program** (top 5% of class)
- **Presidential Scholar** (four-year award)
- **Greysounds** Coed A Cappella Group
- **Equestrian Team**, 2019

RELEVANT EXPERIENCE

MARKETING MANAGER, The Scoville Foley Realty Team

Since September 2023

- Increased social media reach by 7.8K% and link clicks by 8.1k% during my first 30 days compared to previous month
- Created, delivered, and refined impactful and timely digital and print marketing materials including business cards, promotional signage, newspaper advertisements, and social media announcements for an audience of over 10,000
- Designed and developed a 4-page quarterly direct mail informational packet distributed to over 11,000 recipients
- Managed website design, content, SEO development, and tracking analytics to ensure content is up-to-date and relevant
- Monitored incoming leads and prospects, adjusting marketing strategies to foster company growth effectively

CONTENT CREATOR & SOCIAL MEDIA MANAGER, [Charlotte Pratt YouTube Channel](#)

Since March 2020

- Conceptualize, film, edit, and produce original “must watch” content for YouTube, Instagram, and TikTok, consistently attracting and maintaining a growing audience of over 30,000 subscribers and over 2.5 million views in 3.5 years
- Implemented strategic SEO to optimize video discoverability, significantly boosting video views and channel visibility
- Leverage channel reputation, reach, and analytics to negotiate collaboration contracts with industry-leading brands
- Analyzed audience engagement metrics, leveraging insights to refine content strategy and enhance viewer engagement
- Developed and maintained a structured content schedule resulting in curated, highly engaging lifestyle content

BRAND MANAGER, Amy Angell Marketing

April 2022 - September 2023

- Conceptualize and design product labels for Diamond Fresh™ odor eliminating products as part of a company wide rebrand, resulting in doubled sales since the start of the campaign and projected tenfold increase in sales for 2023
- Conduct macro environment research to implement strategies for successful client promotional campaigns
- Customize pitch decks for Detroit-based small business clients to attract additional funding and new customers
- Analyze consumer behavior and evaluate customer feedback survey results to implement a curated marketing strategy to best cater to target audiences of clients and AAM
- Strategize social media content, new client onboarding, and team member tasks in bi-weekly team meetings

MARKETING INTERN, Transitions Care

January - April 2022

- Conducted macro environment research to determine marketing strategies for a 4-month promotional campaign
- Created strategic brand assets including personas, social media graphics, and promotional videos to use across all customer touch points while staying within client's budget
- Presented evaluative criteria to track success of the campaign
- Honed customer relationship, account management, graphic design, research, and media planning skills

SKILLS

- Video, photo, and audio editing
- Social media platforms and analytics
- Adobe Creative Suite: Premiere Pro, Premiere Rush, Photoshop, Lightroom, Audition, Illustrator, and InDesign
- Microsoft Office 365: Word, PowerPoint, and Excel
- Google Suite, including Drive, Docs, Slides, and Sheets
- Website design, including Wix and Wordpress
- Written and verbal communication
- Attention to detail
- Storytelling
- Creative problem-solving
- Organization
- Leadership and teamwork
- Time management