



Caroline DiFrango

Designer & Writer

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Education

Elon University

August 2019 – May 2023

Magna Cum Laude

B.A. – Creative Writing

B.A. – Communication
Design

Honors:

- Elon College Fellow
- Sigma Tau Delta
- Omicron Delta Kappa

Advanced Studies in England: Bath

January – May 2022

Skills

- Adobe Creative Suite
- Book cover design
- Brand development & implementation
- Color Theory
- Copyediting & copywriting
- HTML and CSS
- Interior book design
- Digital & analog photography
- Logo design
- Microsoft 365
- Print and web layout development
- Social media
- Typography
- UX/UI

Relevant

Coursework

- Creating Multimedia Content
- Design Strategies & Solutions
- Design of Visual Images
- Intermedia Photography
- Media Law & Ethics
- Web & Mobile Communications
- Web & Mobile Publishing
- Writing for Visual Media

Experience

Freelance Writer

June 2023 – present

Elon University Communications

- Researching and writing original articles for various publications
- Copyediting university publications
- Adhering to long-established University Communications style guidelines and expectations

Monthly Writer

January 2020 – present

Stroll and Windsor Living

- Writing monthly columns for the above two publications
- Translating interviews into articles
- Applying requested edits
- Working on rush deadlines as needed

Editor-in-Chief

September 2022 - May 2023

Colonnades Literary & Art Magazine

- Hired and collaborated with a senior staff
- Moderated interest meetings and events
- Branded and designed the 74th edition of the magazine
- Revised submissions and the magazine as a whole
- Prepared the publication to go to print

Publications Assistant

August 2019 – May 2023

Elon University Communications

- Copyedited the Magazine of Elon and other university publications
- Communicated with and interviewed alumni, students, and professors via email, phone, and/or Zoom
- Wrote articles for the Magazine of Elon and Today at Elon
- Provided graphic design input for all publications
- Gathered and organized requested data for use of the President's office, University Communications, and more

Web Development Intern

January 2022

Elon University – Koenigsberger Learning Center

- Redesigning the incoming students advising sites
- Developing original content for students
- Editing existing content to improve accessibility

Social Media Intern

August 2020 – May 2021

Elon University – English Department

- Established original post series' for all social media platforms
- Revised pre-existing post series' to better suit brand identity
- Collaborated with two supervisors through weekly meetings
- Researched the use of social media in a professional capacity