CAROLINE BAGWELL

PUBLIC RELATIONS | STRATEGIC COMMUNICATION | MARKETING

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EDUCATION

University of Oklahoma | Norman, OK — December 2026

Bachelor of Arts in Journalism | GPA: 3.2/4.0 | Dean's List (2025)

Oklahoma Baptist University | Shawnee, OK — 2022–2023

Business Administration and Marketing coursework | Honors College | Dance Team

PROFESSIONAL EXPERIENCE

Vision Bank | Market President Intern — Summer 2026

- Researched banking offerings across eight financial institutions, comparing commercial deposit and treasury products.
- Organized competitive findings and identified opportunities to inform business banking recommendations.
- Supported cross-departmental reporting, event coordination, and business development projects.
- Presented a capstone summarizing research, internship projects, and professional insights.

Kanakuk Kamps | Kitchen Manager — May–August 2025

- Oversaw kitchen operations, including inventory, supply ordering, meal planning, and food safety procedures.
- Supervised staff and coordinated daily responsibilities in a fast-paced environment.

Kanakuk Kamps | Camp Counselor — Summers 2022–2024

- Supervised 12 campers and coordinated recreational activities and daily programming.

SELECTED COMMUNICATION PROJECTS

OAPGG Youth Gambling Research — Research

- Conducted interviews, developed survey materials, analyzed data, and presented findings from a 179-student survey.

NBA Gambling Scandal | Brandwatch Crisis Analysis — Crisis Communication

- Analyzed social media sentiment and emotion trends to assess public reactions and reputational risks.

Gaylord College | "Your Story Starts Here" — Social Media

- Created five platform-specific graphics for Facebook, Instagram, and LinkedIn using consistent OU-inspired branding.

LEADERSHIP & SERVICE

Kappa Kappa Gamma: University Sing Director of Morale; supported philanthropy events benefiting Mental Health America and Sunbeam Family Services.

SKILLS & TECHNOLOGY

Communication: Strategic communication, social media copywriting, crisis communication, brand messaging, visual design

Research: Interviews, survey development, data interpretation, competitive research, social listening

Tools: Brandwatch, Qualtrics, Canva, Microsoft PowerPoint, Microsoft Word