

CAROLINE WHITE

517-375-3198 | crwhite16@gmail.com | carolinerwhite.com

SKILLS

WRITING: Technical, speech, proposal, blog, creative

EDITING: Copyediting, developmental editing, publication management

WEB: Content strategy, social media, HTML/CSS, information design

DESIGN: User experience, learning experience, visual

EXPERIENCE

Researcher/Designer | MSU Learning & Innovation Hub, East Lansing, MI August 2015 – Present

- Design a framework for the Hub's work culture and student internships
- Research the design thinking process to serve as the basis for the Hub's workflow
- Conduct interviews and brainstorm ideas for podcast episodes
- Analyze and manage social media channels and design ways to improve engagement

Managing Editor | Red Cedar Review, East Lansing, MI August 2015 – Present

- Manage a staff of 14
- Establish and lead a website redesign team and build the literary journal's digital identity
- Restructure the publication's organization and create a sustainable leadership structure
- Lead a team of typesetters in creating two volumes using Adobe InDesign

Freelance Writer | FEB Digital, London, UK September 2015 – December 2015

User Experience Intern | FEB Digital, London, UK June 2015 – July 2015

- Wrote web copy for FEB's website
- Drafted a speech that was presented at the 2015 User Centered Design conference
- Managed Twitter account and weekly newsletter
- Assisted with user interviews and user testing for a website redesign project
- Participated in playback meetings, feature reviews, and client meetings
- Wrote blog posts and a conference speech proposal

Writing Consultant | MSU Writing Center, East Lansing, MI August 2013 – December 2015

- Worked one-on-one with students during various stages in the writing process to improve their writing skills

Copyeditor | MSU School of Journalism, East Lansing, MI January 2015 – March 2015

- Copyedited three 16-page chapters of an academic journal in a three-month time frame
- Checked and revised references using Harvard style

Copyeditor | Michigan State University, East Lansing, MI January 2014 – June 2014

- Edited the 30-chapter book, *One Community, One Week, Many Faiths*, with two other editors
- Established and met deadlines for three rounds of editing in a six-month time frame

EDUCATION

Michigan State University; May 2016

Bachelor of Arts, Professional Writing and English

- Honors College; Phi Beta Kappa Honor Society