

Carmela Guaglianone

AUGUST 2017 - MAY 2021

Duke University, Durham, NC GPA: 3.76

B.A. International Comparative Studies with a Concentration in Europe, B.A. in Linguistics & Certificate in Decision Sciences

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Experience

FEBRUARY 2021 - PRESENT

Pathbreaker Inc., San Francisco, CA - Chief Marketing Officer

Chief storyteller and media strategist for an emerging travel start-up.

Coordinate social media channels by creating and implementing content such as blogs, posts, and videos. Create digital and print advertising campaigns and design audiences. Manage outreach and external communications to establish partnerships, ambassadorships, and brand affiliations.

OCTOBER 2020 - MAY 2021

Duke University Press, Durham, NC - Journals Production Worker

Performed production tasks such as data input, format review, and manuscript checks. Reviewed copyright agreements and ran reports on word count, Digital Object Identifiers (DOIs) and related production aspects.

FEBRUARY 2020 - MAY 2021

The 9th Street Journal, Durham, NC - Staff Writer

Wrote and edited feature pieces for this local publication emphasizing community voice. Followed Durham news, pitched stories and reported on the culture of the town.

SEPTEMBER 2018 - MAY 2021

The Standard, Durham, NC - Photographer/ Media Executive Editor

Contributor and executive member of the Duke based arts magazine, photographed and coordinated photoshoots. Additionally, curated content conducive to our brand identity.

OCTOBER 2019 - JANUARY 2020

National Association for Civil Victims of War, Rome, IT - Translations Editor

Edited translations of the Atlas of Wars and Conflicts for this organization. Reviewed translations for clarity and content.

SEPTEMBER 2019 - JANUARY 2020

Temple Rome Culture and Identity Envoy Program, Rome, IT - Storytelling Ambassador

Attended cultural events, reflected and analyzed value through blog posts and photographs. Discussed the experience of marginalized communities abroad to better understand the impact of the study abroad student in the community.

MAY 2019 - AUGUST 2019

Kurbo by WW, San Francisco, CA - Marketing and Digital Media Intern

Wrote and edited blog posts to generate SEO and connect with consumers. Participated in marketing meetings regarding business-consumer and business-business interactions. Managed and generated brand's social media presence.

AUGUST 2016 - NOVEMBER 2016

Arizona Democratic Party, Tempe, AZ - Field Organizer

Organized and recruited volunteers; facilitated team compatibility and events. Strategized volunteer efforts. Register voters, canvas, and advocate for local candidates.

Objective

Seeking a dynamic and creative position to develop my skills as a reporter and learn the ins and outs of an exciting, fast paced industry.

Extracurriculars

Duke Human Rights Center
Student Advisory Board -
Communications Director

Penny Pilgram George
Women's Leadership
Initiative - Program Graduate

Duke Story+, Narrating
Migration - Humanities
Researcher

Skills

Adobe Suite: Photoshop,
Lightroom & Illustrator

JavaScript

Microsoft Suite

Facebook Business Suite

Wix, Squarespace &
Wordpress

Social Media Layout &
Design

Languages

English - Native Speaker

Italian - Advanced Fluency