

# CAROLYN TILLO

## EDUCATION

### Boston University

Master of Science  
Public Relations  
2012

### University of Florida

Bachelor of Science  
Journalism  
2011

## SKILLS

- Social media creation and management
- Media relations
- Ghostwriting
- Project management
- Prioritization
- AP Style
- Canva

## INTERESTS

- Creative Writing
- Running and barre classes
- Spending time with my two rescue cats

## EXPERIENCE

### SEPTEMBER 2022 – PRESENT

Director of Communications | Tom Coughlin Jay Fund | Ponte Vedra Beach, FL

- Develop and implement strategic communications plan that leverages print, digital, video, social media and event-based marketing efforts
- Lead communications team and report directly to the CEO
- Oversee media relations efforts and website management

### JUNE 2019 – AUGUST 2022

Integrated Communications Strategist | Baptist Health | Jacksonville, FL

- Served as the marketing and PR lead for Baptist MD Anderson Cancer Center
- Prepared Cancer Center leaders and physicians for media opportunities, videos and speaking engagements
- Led the marketing efforts for system-wide mammogram, colon and lung cancer screening campaigns

### JUNE 2016 – MAY 2019

Campaign Manager and Assistant Director, Strategic Marketing and Writing | Boston College University Advancement | Boston, MA

- Led the development of the fundraising marketing plan for Greater Heights, BC's first athletics-specific capital campaign
- Worked on writing and content development for print, online and email fundraising marketing campaigns
- Served as a ghostwriter on letters from college deans and prominent alumni

### OCTOBER 2012 – JUNE 2016

Promoted three times, rising from Account Coordinator to Account Leader | Schneider Associates | Boston, MA

- Developed proactive media relations and social media strategies
- Served as a ghostwriter for company executives and college presidents, resulting in op-eds in *The Huffington Post* and *Newsweek*
- Secured and coordinated a TEDx speaking opportunity for a client

## VOLUNTEERING

- Serve as a volunteer at St. Johns County Pet Center, where I walk the shelter dogs and assist with events and social media photos and video
- Serve as a lector and usher at my church
- Mentored a high school student as part of the Tipping the Scale program at Baptist Health