

# CARTER D. COLLINS

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## SKILLS

### Adobe Creative Cloud

Photoshop  
InDesign

### Social Media Management Tools

Crimson Hexagon  
Hootsuite  
Radian6

### Web Content Management Systems

Google Analytics  
MailChimp  
Wordpress  
Adobe CQ

### PR Software

Muckrack  
Factiva  
Cision

## INVOLVEMENTS

**Young Alumni Board Co-Chair**, Dallas-Fort Worth Iowa State University Alumni Association

**Policy Committee & Service Committee Member**, Dallas Regional Chamber: Young Professionals

**Public Affairs Council Member**, Dallas

**Dallas NuPROs Member**, Public Relations Society of America

## EDUCATION

### Bachelor of Science

Journalism & Mass Communications  
Political Science

**Iowa State University, 2015**

### Cum Laude

Cardinal Key Honor Society  
Iowa Matthew Shepard Scholar – Eychaner Foundation

## SOCIAL

 [in/carterdcollins/](https://www.linkedin.com/in/carterdcollins/)

 [@carterdcollins](https://twitter.com/carterdcollins)

 [@carterdcollins](https://www.instagram.com/carterdcollins)

 [/carterdcollins](https://www.facebook.com/carterdcollins)

## EXPERIENCE

### VOX Global, Senior Account Executive

10/2018 – Present

- Collaborate with design teams to implement content strategies & manage all copy for new websites, including a 9-month redesign of a Fortune 10 Company's CSR website
- Create employee email marketing campaigns, including a campaign that successfully secured \$1 million donations for a client's initiative
- Strategize & execute social media content that receive engagements 4x better than industry averages across Facebook, Instagram & LinkedIn

### VOX Global, Account Executive

12/2016 – 10/2018

- Managed a design team & assist an editorial staff in creating nearly 2,000 digital communications reaching over 400,000 unique client employees, customers & stakeholders annually
- Provided executive support to a Fortune 10 Company CEO for the client's business before the federal government
- Fostered relationships with social media influencers for consumer, B2B & financial sector clients
- Piloted new grassroots tactics with local third-party & client retail partners for an educational consumer CSR campaign

### VOX Global, Assistant Account Executive

01/2016 – 12/2016

- Produce media reports covering environment, social & governance topics, & new emerging issues important to the financial sector client
- Write, coordinate & code content for CSR/public affairs clients' websites, blogs & microsites
- Collaborate with client experts, web developers, copy editors & designers to create digital edition of their annual sustainability report

### Fleishman-Hillard Kansas City, Intern

05/2015 – 08/2015

- Targeted, pitched & collected results from traditional, social & blogger outlets
- Drafted media & marketing materials for clients in the consumer, healthcare, & agriculture/food industries

### Iowa State Athletics Marketing, Social Media Intern

08/2014 – 05/2015

- Implemented multi-platform campaigns to integrate social media into the overall marketing plan
- Increased followers on Snapchat by 200 percent, Instagram by 100 percent, Twitter by 51 percent & Pinterest by 28 percent

### Scottish Parliament, Minister of Public Health Intern

01/2014 – 05/2014

- Conducted research about public health, socioeconomic status & voting behaviors in Scotland
- Attended & contributed reports at monthly meetings about official governmental affairs