

Caroline Lupisella

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Summary:

I am a hard-working creative with a passion for all things advertising and public relations. As a recent college graduate, I am seeking to gain experience with innovative companies.

Hard Skills:

- AP Style Proficiency
- Copywriting
- Social Media Management
- Editing and Proofreading
- Microsoft Office Experience
- Adobe Creative Suite Applications

Education:

Master of Business Administration (MBA)

Rochester Institute of Technology
Rochester, NY

Expected May 2027

Bachelor of Science in Advertising and Public Relations

Rochester Institute of Technology
Rochester, NY

May 2026

Awards:

Excellence in APR

An award presented by the RIT School of Communication to a promising Advertising and Public Relations senior that has demonstrated excellence in the study of Advertising and Public Relations, professional promise, and a commitment to the field of Advertising and Public Relations.

Received May 2026

Experience:

we are ninety two inc.
Henrietta, NY

PR and Advertising Practioner

- Create, manage, and analyze content across Instagram, TikTok and Facebook for ninety two, garnering over 1,500 folower across all platforms.
- Write press releases and conduct media outreach for ninety two, resulting in a front-page RBJ article.
- Design, copywrite, and manage client websites and social media, reaching over 6,000 followers across Facebook and Instagram in a six-month period for Grist Bar and Restaurant.
- Communicate with clients and establish campaign goals.
- Pitch ideas and services to potential clients.

May 2025 to Current

Linking Hands for Learning Inc.
Honeoye Falls, NY

Website Editor and Developer

- Review website content for accuracy and relevance.
- Redesigned website to enhance navigation and improve visual appeal.

May 2023 to Current

Board Member

- Organize and participate in fundraising efforts, indcluding the 15 Year Anniversary Gala that raised \$18,000.
- Provide strategic guidance on marketing efforts to enhance public support.
- Participate in the decision-making process.

August 2024 to Current

RIT Technically Speaking
Henrietta, NY

Account Director/ Project Manager

- Wrote copy for the Techincally Speaking website and social media.
- Planned and coordinated group meetings to complete projects.
- Strategized, planned, and launched paid campaigns for real clients.

September 2025 to April 2026

Main Street Café
Mendon, NY

Barista/ Marketing Manager

- Communicated with customers to offer recommendations based on taste preferences.
- Addressed and resolved customer and employee concerns.
- Created social media posts to promote upcoming events and showcase products.
- Planned special events, such as the annual MSC Fall Fest.

April 2023 to September 2025