

Caroline Peterson

778 - 240 - 4114

carolinegracepeterson@gmail.com

Kelowna, B.C.

Education

Walnut Grove Secondary School

September 2014 - June 2019

- Dogwood Diploma

Trinity Western University

September 2019 - December 2020

- Bachelor of Arts & Major in Communications and Business
- Transferred universities during my degree

Relevant Courses: Cross-Cultural Communication, Public Speaking, Fundamentals of Digital Design, Business & Management.

Thompson Rivers University

September 2021 - April 2024

- Graduate with Bachelor of Communication & Digital Journalism
- Major in Public Relations and Minor in Marketing

Relevant Courses: Managing Festivals & Events, Interpersonal Communication, Empathic Design, Consumer Behaviour, E-Commerce, Media and Public Relations.

Employment History

Thompson Okanagan Tourism Association (TOTA)

Kelowna

Communications Coordinator:

June 2023 - Present

- Responsible for assembling media kits, writing press releases, copywriting, applying for grants, and blog writing.
- Contributed to corporate and consumer social media including LinkedIn, Instagram, X, Facebook, and Google. Duties included posting, monitoring, and reporting.
- Involved in multiple campaigns, video and photo projects, website design, and content creation.

Black Swift Vineyards and Jason Parks Customs

West Kelowna

Server and Experience Maker:

Summer 2022 & 2023

- Managed groups ranging up to 35 people. Entertained and captured the attention of the guests while educating and answering questions about the wine industry.
- Transitioned to multiple locations within the company in order to help different locations fill staff shortages. Memorized wine and cider offerings unique to each location including tasting notes, and information, for over 75 wines and ciders.

Wedding and Event Planner Assistant

Okanagan Region

Event Planners assistant and day-of coordinator:

May 2022 - September 2022

- Independently organized and set up wedding venues. Directed vendors, followed written and verbal instructions by the head planner, and ensured proper set up and seamless design for the client.

- Gained the ability to direct a wide variety of personalities and vendors, perform under pressure without disrupting events, and solve problems within a time constraint as well as with limited resources.

Fitzpatrick Family Vineyards

Peachland

Server and Experience Maker:

Summer 2020 & 2021

- Guided groups through various tours around the facility and vineyard daily.
- Managed groups, kept track of members, entertained, and provided education at every point of the tour.

Trading Post Taphouse & Eatery

Langley

Hostess, Expeditor, Server & Bartender:

February 2019 - May 2022

- Responsibilities included: order taking, delivery and accuracy, training, managing reservations, operating the bar independently for a 150 person capacity restaurant.

McDonalds

Langley and West Kelowna

Crew Trainer & Kitchen/Grill Team Member:

May 2017 - August 2019

- Managed crew, increased productivity, and was cross-trained to prepare food, take orders, and fulfill order accuracy.
- Worked during peak hours gaining problem-solving, time-management, and interpersonal skills.

Volunteer Experience and School Involvement

Ambassador for Prospective Students - Trinity Western University

2019

This volunteer opportunity allowed matriculated students to provide insight into campus life for prospective students. Responsibilities include, monthly meetings, housing the students over weekends, campus tours, and attending school wide events.

Mars' Hill Newspaper - Social Media Manager and Photographer

2020 & 2021

TWU's official student newspaper is responsible for releasing a bi-monthly issue. I performed social media marketing, magazine layout and design, as well communications with feature writers.

Youth Xtreme (Trinity Western University) - Youth Leader

2021

This youth group, led by a team of university students, reached inner city youth in East Vancouver. My volunteer responsibilities included, meeting every Friday with the students at a local church, playing games, organizing events, and ensuring safety of the students.

Young Woman In Leadership - Photographer

2021 & 2022

This club organized events for women in all disciplines to learn how to network and to empower young women to become professionals. My volunteer duties included attending monthly meetings, promoting events on social media, photography and videography, and contributing to the planning of the events.

Skills

Soft Skills	Hard Skills
Interpersonal Skills	Photo and Video Captioning and Editing
Strong Work Ethic	Social Media Copywriting, Scheduling, Publishing and Reporting
Punctual	Adobe Suite
Time Management	Social Media Marketing
Problem-Solving	Proposal and Grant Writing

Awards

Dean's List 2019 - 2024
Received from Trinity Western University and Thompson Rivers University every year of my education.

References

References available upon request.