

CAITLIN RUSSELL

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Bachelors, Journalism and Media

GPA: 3.75

May 2025
Chapel Hill, NC USA

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Associates, Business Administration

GPA: 3.83

July 2022
Manchester, NH USA

SANBORN REGIONAL HIGH SCHOOL

High School Diploma

GPA: 3.4

June 2015
Kingston, NH USA

EXPERIENCE

CAROLINA VETERANS RESOURCE CENTER

UNC-Chapel Hill, NC USA

Work-study student

August 2022-present

Manages the production of imagery, features and informational graphics for CVRC social media sites and newsletter.

- Increased social media engagement through focused branding and streamlined messaging
- Led marketing and social media efforts for Veterans Week events to include two Campus Life Experience lectures, a Ruck for Hunger, and an activity with the ROTC cadets

U.S. AIR FORCE, DEFENSE MEDIA ACTIVITY

Fort George G. Meade, MD USA

Air Force Production News Desk Services editor

November 2020-August 2022

Managed the editing and production of Air Force articles, fact sheets, biographies and imagery captions.

- Attended planning meetings with the Secretary of the Air Force Public Affairs
- Oversaw publication requests from the Secretary of the Air Force, Department of Defense, U.S. Space Force

U.S. AIR FORCE, 673D AIR BASE WING

Anchorage, AK USA

Command Information producer/editor

August 2017-October 2020

Produced photo and article documentation of local and national events for Airmen and their families, to include retirees, civilians and contract employees.

- Sole photographer for multiple presidential, vice-president, first ladies, and U.S. military senior leadership visits
- Led training of office personnel on the base's electronic marquee to include proper display, format and messaging
- Organized aircraft fact sheet display for 20+ aircraft during Alaska's largest annual air show

Community Engagement lead coordinator

Maintained and strengthened relationship between the armed forces and local community through community relations programs.

- Organized several Junior ROTC multi-day base tour, supported community event in the most diverse neighborhood in the U.S., documented honorary commander incentive flight
- Responded to inquiries about base tours; hosted >100 base-wide tours for service members, local students, retirees, civilians, and foreign nationals
- Managed base commander and Public Affairs-led directive to inform surrounding local community members about upcoming construction, proper on base trail conduct, and live-fire training areas

U.S. AIR FORCE, DEFENSE INFORMATION SCHOOL

Fort George G. Meade, MD USA

Air Force DINFOS photojournalist student

March 2017-July 2017

Completed the Defense Information School photojournalist course.

- Completed basic proficiency in communication theories, photography, journalism, on-camera interviews, publishing and editing, media preparation techniques and graphic design

COMMUNITY INVOLVEMENT

NOTE IN THE POCKET

Public Relations volunteer

Raleigh, NC USA
January 2023-May 2023

