

Caroline Komar

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EDUCATION

Indiana University - Bloomington, IN

BA in Media

Major: Advertising

Minor: Psychology

- Dean's Academic Scholarship
- Philip Ward Burton Advertising Scholarship

May 2025

GPA: 3.62/4.00

EXPERIENCE

Appetite Ad Agency – Bloomington, IN

Co-Founder & Executive

- Co-supervise a student-run agency, assisting student-run businesses with their advertising needs
- Manage student teams that focus on strategic planning, copywriting, graphic design, and social media content for clients

Oct 2023 – Present

Lake City Twisters – Madison, WI

Dance Instructor

- Facilitated dance classes by designing lessons that taught students dance techniques and routines
- Choreographed routines and focused on developing coordination, rhythm, and performance skills

May 2023 – August 2023

Vector Marketing – Madison, WI

Social Media Recruiting Assistant

- Created social media content for Instagram that increased brand awareness
- Conducted personalized outreach messaging to potential candidates that communicated company values and opportunities

April 2023 – June 2023

ACTIVITIES

Ads on Air – Bloomington, IN

Co-Founder & Podcast Host

- Co-host a student-run podcast that discusses and analyzes the strategy of advertising campaigns, trends, and rebrands
- Research advertisements and curate an outline for every episode, enhancing comprehension of marketing strategies

Sept 2023 – Present

Advertising Club at IU – Bloomington, IN

Executive of Student Outreach – Media School

- Draft the strategy for student recruitment campaigns, helping increase the number of members from 50 to 150+
- Co-lead club meetings and events, fostering a dynamic community and enhancing network opportunities for members
- Network with professionals at various advertising events, forging new relationships with people in the industry

August 2022 – Present

Delta Zeta Sorority – Bloomington, IN

Recruitment Committee & Member

- Participate in philanthropic events, with proceeds going to the Starkey Hearing Foundation
- Coordinate recruitment plans and events, encouraging member engagement

March 2022 – Present

National Student Advertising Competition – Bloomington, IN

Strategic Marketing Specialist

- Created an advertising campaign for a specific brand and presented it to judges
- Specifically worked on strategic planning, social media content, and advertising copy for the campaign

Nov 2022 – April 2023

CERTIFICATIONS/SKILLS

Basis Technologies – Certification

Digital Media Essentials

April 2023

Adobe Creative Cloud – Skill

InDesign, Photoshop, & Illustrator

Proficient