

CARLEIGH CLARK, MBA

205.614.1902 | carleighfaith37@gmail.com | [Portfolio Website](#) | Nashville, TN

EDUCATION

Master of Business Administration, May 2025

The University of Alabama, Tuscaloosa, AL

Area of Focus: Management and Marketing Strategy

GPA: 3.4/4.0

Bachelor of Arts in Communication and Information Sciences, May 2023

The University of Alabama, Tuscaloosa, AL

Major: Public Relations

GPA: 3.4/4.0

Major GPA: 3.5/4.0

Dean's List

WORK EXPERIENCE

Campus Recruiter, March 2025 – Current

KraftCPAs PLLC, Nashville, TN

- Recruit accounting students at schools in Tennessee, Alabama, Mississippi, and Kentucky for early career opportunities
- Work with tax, audit and assurance, risk assurance, and client accounting teams to understand hiring needs
- Plan and execute a two-day summer leadership program for 38+ students to learn about the firm and sit for interviews
- Work with AcquireTM applicant tracking system and Handshake to post jobs and review candidates

INTERNSHIPS

Social Media Content Producer, August 2024 – March 2025

Do Right: The Stallings Standard Documentary, Tuscaloosa, AL

- Started and manage Instagram, Facebook, X and TikTok pages promoting the documentary and viewing opportunities
- Work on event management and logistics for showings around the country
- Consult with documentary production team about strategic decisions and best marketing opportunities

B2B Marketing, June 2024 – August 2024

Shipt, Birmingham, AL

- Worked with B2B marketing team on various projects to promote the Shipt brand
- Established connections with retailers through CPG and retail teams to assist Shipt partners
- Worked with other marketing interns on social media campaign to promote CPG brands and Shipt during the tailgate season

Corporate Communications & Community Relations, May 2023 – July 2023

Blue Cross Blue Shield of Alabama, Hoover, AL

- Wrote articles for BCBS internal newsletter, BlueNews, about various community partners and sponsorships
- Attended weekly planning meetings with media team and communications team
- Assisted with social media and written pieces for the community funding group, The Caring Foundation

Tuscaloosa County Emergency Management Agency, August 2022 – May 2023

Tuscaloosa County Emergency Operations Center, Northport, AL

- Participated in community education events to prepare the county for severe weather possibilities
- Wrote grant proposals for financial help from state and federal EMA
- Attended meetings and training with various Tuscaloosa County officials to improve effectiveness of the EMA

Physical Therapy Assistant, May 2021 – August 2021

TherapySouth, Tuscaloosa, AL

- Instructed patients about certain exercises and walked patients through their therapy plan
- Created ice packs, hot packs and placed patients on tens machine following therapy session
- Cleaned the building periodically and kept the work areas sanitized for the physical therapists

STUDENT WORK EXPERIENCE

Career Advisor, June 2022 – August 2022

Career Center, The University of Alabama, Tuscaloosa, AL

- Reviewed submitted resumes from fellow students to improve resume effectiveness in specified career path
- Checked students in for appointments with a career advisor to prepare for career opportunities
- Organized and cleaned Crimson Career Closet for students to rent professional clothes for interviews

Admissions Processing, August 2019 – June 2022

Undergraduate Admissions, The University of Alabama, Tuscaloosa, AL

- Discussed sensitive information over the phone about prospective students' application status to aid in the process of college applications
- Opened and filed high school transcripts and test score reports to be made available to decision committees
- Interacted with multiple offices across campus to exchange information about prospective students

SKILLS

Microsoft Office Suite, Adobe InDesign, Illustrator, Photoshop, Creating Social Media Content, Wix Business Websites, Slate, WordPress, Writing Across Platforms, Canva, HootSuite, Basecamp, Tableau, Handshake, AcquireTM

RELEVANT COURSEWORK

Information In An All-Hazards Incident (Summer 2022), **Introduction to Hazardous Materials** (Fall 2022), **Homeland Security Planning** (Fall 2022), **Online Magazine Writing** (Fall 2022), **Concepting and Implementation** (Fall 2022), **Effective Branding** (Fall 2022), **Public Relations Campaigns** (Spring 2023), **Operations Management** (Fall 2023), **Managerial Accounting** (Fall 2023), **Business Spreadsheet Analytics** (Spring 2024), **Management Information Systems** (Spring 2024)

LEADERSHIP EXPERIENCE

Media Officer, January 2020 – May 2021

Tide 4 Christ, Tuscaloosa, AL

- Served as the officer in charge of creating social media content and distributing content on multiple social media platforms to keep members informed
- Worked with fellow officers to push out accurate and important information regarding the organization
- Achieved concise and uniform social media pages through the use of Canva to create content for recruiting

HONORS & ACTIVITIES

Member of Nashville Junior Chamber

Member of Kraft Young Professionals Group

Member of SHRM

Former member of MBA Association

Former member of Manderson Women in Business

Recipient of Capstone Scholarship and 2 additional academic scholarships

Member of the Community Emergency Response Team