

# Young Alumna Spotlight - Caroline Wright '09

Caroline Wright '09 graduated from Southern Methodist University in Dallas and is now the Integrated Marketing & Social Media Supervisor at Lilly Pulitzer, Inc. She credits Visitation with nurturing her creativity which has led her to the career she is in now. Caroline shares her experiences and how Visitation has played such a fundamental role in her life.

*Caroline, please tell us about your education and your career after you graduated from Visitation.*

I graduated from Southern Methodist University in Dallas with University Honors with a BBA in Marketing and a minor in Corporate Communications and Public Affairs. After interning in the Marketing Department of Lilly Pulitzer last summer, I was ecstatic to accept a full-time offer from my favorite fashion brand and in January headed to work at their corporate headquarters, The Pink Palace, in Philadelphia! While an intern with Lilly, I created a Greek Ambassador program to help promote their Sorority Collection that I managed from school. Currently, as a Marketing Associate, I assist with all of Lilly's social media platforms as well as event promotions. Before Lilly, I had marketing internships with NBC Universal Pictures in London, Rent the Runway, Brynn Bagot Public Relations, Nordstrom, and launched the Her Campus SMU branch, an online magazine that averaged over 5,000 hits per week, as well as worked as a sales associate at Kate Spade.



*How has Visitation impacted your life?*

Throughout the nine years I attended Viz, I was constantly taught to think out of the box and was able to bring many of my creative ideas to life! My teachers and mentors encouraged me to dream big! From sitting on Student Council in the Upper School or getting to organize a Mes Amies Assembly in the Lower School, I gained so much experience in planning and organizing events. Although some of my ideas for STUCO events were extremely out of the box at times, Mrs. McMullen and Mrs. Hanneke always listened, and we usually figured out a way to make it happen! For example, my senior year I started the fundraiser known as Kickball for the Cure and was the first President of the Ambassador Club. It was also my class that brought back the Maypole and started Senior Morning Mayhem. Throughout all the fun, I was continuously challenged in my studies and pushed to be the best student that I could be. Most importantly, I cannot thank Visitation Academy enough for all of the friendships I gained from being a student there. □