

## Caroline E. Coppock

### Marketing and Communications Specialist

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**I love communications because I get to bring a company's unique culture and identity to life while forming real, meaningful connections with people within my community.**

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Caroline Coppock plays a key role in driving Chambliss' marketing and communications strategies, leveraging her experience in media relations, public relations, social media, and event coordination. Caroline works to support content marketing initiatives, digital campaigns, and various special projects to promote the firm's practice areas and individual attorneys. Her public relations, social media coordination, and business management background has equipped her with a diverse skill set, including graphic design, copywriting, and project management. She collaborates closely with the marketing and business development team to promote the firm's brand and targeted industries.

In her previous role at a public relations firm, Caroline worked with clients in multiple industries to create compelling written and digital content, and she planned and executed events of all sizes. With a driven and curious nature, Caroline chases new opportunities to expand her knowledge, bringing this proactive mindset to the firm to drive innovation and growth. She is passionate about relationship building within the community and brings a genuine, impactful approach to the firm.

### Associations

- Public Relations Society of America, Lookout Chapter, Public Relations Director, 2025
- Legal Marketing Association, Southeastern Chapter, Member
- Public Relations Society of America, Lookout Chapter, Member

### Sidebar

Originally from Knoxville (Go Vols!), Caroline moved to Chattanooga to attend college at UTC and fell in love with the city, now calling it home. Whenever Caroline is not working, she spends quality time exploring the outdoors with her husband, Gustavo, and toddler, Gus. Caroline enjoys trying Chattanooga's many local restaurants, listening to live music, or watching a sporting game with her

### Education

- B.S., The University of Tennessee at Chattanooga, 2022

family. When she can catch some time to herself, she likes to lose herself in a book or experiment in the kitchen.

