

CAROLINA

Project Manager | UI Designer | Digital Marketer



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PROFILE



Having creative skills is an advantage, but working with people from diverse backgrounds and with differing goals is my greatest strength. Through my years of experience approaching and managing creative projects in various environments, my design background and understanding of realistic timelines have served me well. Moreover, all I want to do is listen. To listen, pick up cues from my clients, and to identify their brand's undeniable truth so that we can work together to develop a powerful solution.

CORE COMPETENCIES

- Prioritize and manage multiple projects within design specifications, budget restrictions and project deadlines
- Maintain transparent and collaborative communication with all parties involved in projects.
- Establish timelines, budgets, and monitoring the progress of projects.
- Adept at design, branding, packaging, print, web and digital marketing
- Manage external resources to ensure deadlines are met.
- A commitment to solve problems, establish processes, and step up to help when necessary.

EXPERIENCE

UI, BRANDING, PRINT & DIGITAL MARKETER

Self-Employed / 2015 - present

- Develop, market, and manage startups' branding and digital marketing needs in Europe, Switzerland and U.S
- Execute UI Design, SEO, branding, print materials, ads, signage, and digital marketing on selected channels
- Launch and content manage the Renew Counseling brand for six years, establish an online presence focusing on target markets in the U.S. catapulted Renew from a sole proprietor to a company of 24 employees
- Increase online engagement and enrollment through SEO & digital marketing efforts for Create Schools, Germany
- CLIENTS: Renew Counseling Service (U.S.), Tourism Foresight (CH), Dr. Robert C. Bender (DE), Life's Journey Counseling (U.S.), Bump Birth & Beyond (DE), Lesekunst (DE), Circle Schools (DE) & Poldies (CH).

DIRECTOR OF DESIGN DELINEATION

LPK GmbH, Germany / 2006 - 2012

- Managed the revamping of well-known brands for international markets with a global team of creatives and project managers at LPK offices in Frankfurt, Geneva, London, and Cincinnati.

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EXPERIENCE CONTINUED

- Guided a small team of designers through the design and implementation of P&G Babycare & Feminine Care packaging designs in Western Europe (WE), Central & Eastern Europe, the Middle East, and Africa (CEEMEA).
- Managed client expectations through transparent communication with creative team, client & vendors.
- At LPK offices in Frankfurt and London, established the design & production processes for new client Cereal Partners Worldwide.
- Created a New Business initiative in the Frankfurt office, which led to the acquisition of Vivel and Sebamed in the German market.

DESIGNER, PROJECT MANAGER, NEW BUSINESS

Design 360, United States / 1998 - 2003

- Established & executed responsibilities critical to creating Design 360, a new communications company.
- Assisted with design, implementation, and rebranding for SOFA, the largest sculpture object and functional art exhibition in the United States. Designs included all print materials, catalogs, books, signage.
- Managed production and printing of print materials with print vendors in the U.S., Europe, and China.

GRAPHIC DESIGNER

ComCorp, Inc., United States / 1992 - 1994

- Managed, designed, & implemented all Annual Reports of Security Capital Group, largest real estate co. in the U.S.
- Oversaw and liasoned all with outside print vendors, managing print-runs and deliverables

SKILLS

- Design Expertise
- Branding | Messaging
- Competitive Analysis
- Creative Content Creation
- Customer Service Excellence
- Project Management
- Ease of Communication
- Social Media
- Collaboration
- Self Starter
- Effective Decision Making
- Team Player
- **Technical Skills:** Adobe CC, Sketch, Keynote, Figma, Digital Marketing, Photo Editing, List of Web Builders
- **Holistic Brand Design:** Print, Packaging, Webdesign, and Digital Marketing

EDUCATION

BACHLOR OF FINE ARTS
Southern Illinois University / U.S. / 1991

DIGITAL MARKETING
Digital Marketing Institute / Ireland / 2021

USER INTERFACE
Career Foundry / Germany / 1991

OTHER

LANGUAGES
English, Spanish, German (Currently in B1)

TOASTMASTERS MUNICH
VP of PR, Currently Completing Pathways

FREELANCE CLIENT LIST
Available Upon Request