

CAROLINE ITALIA CARLSON

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carolineitalia.com/portfolio

passionatepainterpodcast.com

WORK HISTORY

Web Designer

Caroline Italia, LLC • 2020 - Present (remote), Escanaba, MI

- Responsive website design via WordPress platform, HTML, and CSS

Director of Marketing and Creative Design

National Wellness Institute • 2017 - 2020, Stevens Point, WI

- Determination of message and tone for multi-channel national marketing campaigns, including promotion of educational programs, membership drives, and annual conference. Creation of target groups for email campaigns.
- Hosted podcast: recruiting guests, researching topics, formulating interview questions; conducting, producing, and promoting interviews
- Google Analytics and GoogleAdwords platform management, SEO
- Team leadership through creative direction of designers
- Promotional videos and slideshows
- Responsive website design via Your Membership platform
- Graphic design and production
- Customer service and vendor coordination

Responsive Web Designer / Developer

UsAgnat • 2015 - 2017, Marshfield, WI

- Responsive website design and maintenance via hand-coding
- Animations for website slideshows and banners
- Photography for use on websites
- Customer service

Manager / Graphic Designer

Copy Center • 2015, Stevens Point, WI

- Management of storefront including reconciling of cash register, inventory, and supervision of employees.
- Graphic design and production for print collateral, advertisements, brochures, and newsletters.
- Customer service

Creative Director / Web Designer

Invizon, Inc • 2014 - 2015, Wausau, WI

- Responsive website design and development via WordPress platform
- Wire frames and website project management
- Customer service and training in utilization of their new websites

Graphic Designer / Illustrator / Photo Stylist

Communication Logistics, Inc • 2013 - 2014, Plover, WI

- Graphic design and production for print collateral, advertisements, brochures, newsletters, and catalogs
- Magazine design, layout, pre-press production, and project management
- Illustration by hand and using Adobe Illustrator
- Photoshoots: Styling of rooms and products for photographs used on packaging and in catalogs, including concept illustrations to guide shots

Art Director, Web / Print Designer

Living Free Animal Sanctuary • 2004 - 2013, Mountain Center, CA

- Responsive website design, development, and maintenance.
- Graphic design and production for print collateral, advertisements, brochures, newsletters, and logo design
- Photoshoots for print collateral and website
- Vendor coordination and project management

Art Director, Web / Print Designer

FFF Enterprises • 2003 - 2009, Temecula, CA

- Responsive website design and development via hand-coding.
- Graphic design and production for print collateral, advertisements, brochures, newsletters, and catalogs
- Magazine design, layout, pre-press production, and project management
- Illustration by hand and using Adobe Illustrator

PROGRAMS

Adobe Premier Pro, Audition, Photoshop, Illustrator, InDesign, Captivate, Dreamweaver, After Effects, WordPress, YOAST, HTML 5, CSS 3, Sketch, Storyline 360, iMovie, Bootstrap, Coda, Open Office, Microsoft Office, Basecamp, Trello, Asana, Clockify, Your Membership, Informz, Google Analytics, Google AdWords, Facebook Ads, LinkedIn Ads, FaceBook, LinkedIn, Twitter, Instagram, Pinterest, YouTube

EDUCATION

The Marketing Seminar

Seth Godin online course

Aquent Springboard Program

Boston, MA • Web Development

Fairleigh Dickinson University

Madison, NJ • Web Development

Morris County School of Technology

Denville, NJ • Desktop Publishing

Joe Kubert School of Illustration

Dover, NJ • Graphic Design and Illustration

State University of New York

Stony Brook, NY • Bachelor of Arts, Fine Art

Minor in Art History, Magna Cum Laude, Phi Beta Kappa

ONLINE PORTFOLIO

carolineitalia.com/portfolio