

# CARRIE A. DAVIS

TRANSLATING VISION INTO REALITY

*Marketing Geek  
for over twenty years*



## FUSION OF EXPERTISE

- LEADERSHIP** 17 YRS  
Team, volunteer & intern leadership in addition to corporate training & employee development.
- BUSINESS** 13 YRS  
Small business & program development to increase strategic approach and conversion.
- MARKETING** 23 YRS  
Fully integrated marketing campaign development and layered business approaches for sustainability.
- DESIGN** 21 YRS  
Marketing centric graphic design, 3D renderings & interior design as well as environmental design.
- SOCIAL & DIGITAL MEDIA** 14 YRS  
SEO/SEM, UI/UX, social media content development & management with engagement approach.
- VIDEO PRODUCTION** 10 YRS  
Script writing, interviews, content procurement & production, design, and channel development.
- EVENT PLANNING** 07 YRS  
Leverage special events to bring energy & attention to a campaign or program to increase engagement.
- INFLUENCER CULTIVATION** 05 YRS  
Identify & activate influencers who share & build loyalty while creating vested B2B partnerships.

Are you struggling to figure out how to weave in finding reliable talent to support your team while maintaining your current role? I've been there.

Have you thoughtfully hired the "wrong person" in the past and are now gun shy to make the same mistake? Clearly I can relate with this too.

2020, and the years following have taught me that I love what I do... but almost as much, I love who I get to do it with. When my position at the school was eliminated during COVID-19 (*it was me, or two teachers, so my role was the obvious choice*), I opted to expand my side-hustle to full-time and have spent the past two years using my marketing expertise to build small businesses marketing centric websites to more effectively manage content, social media, email marketing, business management, etc.

Due to the nature of small business culture, I find I am extremely isolated and really miss working with a team. I do enjoy remote work, but I really enjoy having a shared vision and goal with others dedicated to do their part to bring it to fruition.

I'm hoping to find a company who's looking for a self-motivated, over-organized marketing geek who gets goofy excited about moving the needle and creating impact. If this is a role you represent, please reach out.

*Carrie A. Davis*

**JUL 2020 - Present / CND VENTURES – Marketing Specialist and Web Designer/Developer**

Leveraging over 20+ years of marketing, I create platforms that are easy for my clients to maintain. I understand they have a full-time business to run and don't have time to become a web developer, so my process requires very little from them as a business owner, so their focus can remain where it matters most. They are a welcome partner in the process, but the project does not suffer if they are unable to take an active role in content retrieval, etc. I take the initiative to research their industry and scour their resources to build a marketing centric, UI/UX friendly site with extensive content management and social media sharing capability.

**NOV 2018 – JUL 2020 / SUMMIT PUBLIC SCHOOLS - TACOMA-PIERCE COUNTY, WA – Community Engagement Marketing Manager**

- + Rebrand from Elementary to High School Appropriate Styling
- + Establish New Messaging
- + Build Social Media Business Platform Infrastructure
- + Create Digital Marketing Strategy
- + Design Graphics & Create Copy for All Digital, Print & Video Media
- + Content Procurement & Management for Various Digital Platforms
- + Increase Target Facebook Reach from 1,300 to 9,000 Average with 20% Average Growth in “Likes”
- + Developed and Implemented eBlasts and Online Newsletters
- + Built Brand Ambassador Volunteer Sign-Up via Mobile App
- + Developed Parent & Student Ambassador Teams (A-Team) for Recruitment Purposes (50 Participants)

- + Event Creation to Increase Brand Awareness & Recruitment
- + Designed Promo Presentations for Prospective Community Partners & Families
- + Increased Monthly Open House Attendance from 2 – 4 to 50+ Attendees
- + Increased Annual Student Recruitment by 393%
- + Reduced Attrition by 79% - Shifted from “Asking” to “Securing a Spot” Approach
- + Motion Graphic Video Design, Creation & Implementation
- + Open House & Partner Public Speaking – Presentations
- + Improve Digital Registration Process to Reduce Attrition Rates
- + Public Relations, Partner & Family Development
- + Graphic Designer & Video Production

**MAY 2015 – MAR 2017 / CHAMBER - TACOMA-PIERCE COUNTY, WA – PR & Communications Manager**

- + Hire, Train, Develop & Lead New Communications Team
- + Rebrand the Organization’s Design, Treatment & Messaging
- + Create Award Winning - Fully Integrated Marketing Campaigns
- + Design, Copyright, Web Development & SEO of New Website
- + Build Social Media Business Platform Infrastructure
- + Social Media Campaign Design & Creation
- + Grow Facebook REACH from 200 per wk. to 19K per wk.
- + Overhauled Business Protocol & Establish Mar/Comm Plan
- + Sales Promo Toolkit & Highly Customizable Member Directory
- + RFP Reconstruction, Creating Thousands of Advertising Dollars

- + Corporate Sponsorship Sales & Marketing Support/Collateral
- + Budget Management (Reduced Expenses 65%)
- + Advertising Program Creation (Increased Revenue Stream 105%)
- + Publish Weekly eNews Communication
- + Design, Script, Narrate, Produce & Edit Video Productions
- + Create High Level PowerPoint Presentations (Motion Graphic)
- + Public Speaking – Presentations
- + Establish Efficient Digital File/Server Reconstruction/Protocol
- + Public Relations, Client/Member Development
- + Event Promotion and Sponsorship Lift & Recognition

**OCT 2006 – DEC 2014 / WORLD VISION & PLAINJOE STUDIOS - FEDERAL WAY, WA & CORONA, CA – Executive Director, Major Donor Direct Mail, Broadcast, Retail Marketing & Digital/SEO-SEM Marketing**

- + Client Solutions
- + Marketing Approaches
- + Web / App Design & UI Strategies
- + Social Media Campaigns
- + Project Management Coordination
- + Client Relations
- + Video Strategy / On-Site Directing
- + Integrated Campaign Development
- + File Management
- + Production Management
- + Design & Copy Editing
- + Brand Strategy & Development
- + Client/Studio Liaison

- + Direct Mail and Fundraising Strategy & Production
- + Corporate Sponsorship Sales & Marketing Collateral
- + 35% YOY Growth (50K to 150 Sponsored Children in 3 years)
- + Resource Management - Reporting/Analytics
- + Manage & Balance \$5.9 Million Budget Leveraging Gov.Grants
- + Staff/Volunteer/Intern Recruitment & Training
- + Develop High Level, Engaging, Interactive Training Programs
- + Develop & Manage Broadcast, Web & Social Media Campaigns
- + Media Interviews and Monthly Digital Newsletter Creation
- + Coordinate On-Air Talent Interviews & Programming
- + B2B/Retail/Mobile/Web/SM/F2F Integration
- + Agency & Stakeholder Collaboration
- + Domestic & International Travel - Coordination

**APR 2000 – OCT 2006 / SEVEN TWENTY BISTRO - PUYALLUP, WA – Executive Director of Marketing & Operations**

- + Strategic Business/Marketing Plan (700% Growth)
- + Target/Secure Corporate Clientele - 90% Pharmaceutical
- + Corporate Catering Event Management
- + PR with Local Business & Government Officials
- + Menu Development & Execution
- + Human Resources & Training
- + Manage Partner & Vendor Relations
- + Accounting & (no debt) Finance Management

**JAN 1999 – OCT 2001 / PITNEY BOWES - TUKWILA, WA – Corporate Trainer & National Account Manager**

- + Taught 3 to 5 Classes Daily / 30-50 Corporate Participants
- + Cultivate Territory, Expand & Develop Prospects
- + Customize Solutions per Client’s Needs
- + Troubleshoot Technical Challenges
- + Program Client Specific Equipment Features
- + Market Research & Sales Reports
- + Mileage & Budget Management
- + On Average, 300% of Quota

Education: 20+ Years Experience Equivalent to a Masters of Integrated Marketing Communications. Stadium High School / Highline College / Genesis, Washington State of Real Estate.

Continued Education: Business Writing & Communication Certification, Excel MOS, Collaboration in the Workplace, Excelling as a Leader/Supervisor, Finding Your Audience Marketing Certification, Get Employees into their Sweet Spot Training Program, Strategic Thinking & Marketing, Developing Client Loyalty Course, Successful In-Store Events on a Budget, and Building Customer Relations, Project Management Certification, Donor Vision Operating Systems, Concur Financial Accreditation, SOS Travel, Hyperion Certified.

Community Support: For six years, volunteered with a community youth program planning and implementing events and fundraisers. Lead life-mentor group for teen girls (with 15 adolescent girls, weekly). Feed the homeless in Seattle/Tacoma, WA and Norco Rescue Mission, CA. Organize youth to visit the elderly, and serve families in distress at Children’s Hospital Tree House.