

Ben & Jerry's needs the flavor Sweet Key-line

If I were an ice cream flavor,
I would be strawberry and
key lime with a Neil Diamond theme.

Storytelling paired with impactful design drives my 17-year creative marketing career. I specialize in building authentic brands with a global creative vision from the ground up while cultivating a strong, collaborative team environment.

(Caroline Tubbs) on the team!
269-363-0758 • caroline@keyoline.com
Portfolio: keyoline.com

EXPERIENCE

Marketing Manager

Honor Credit Union, Berrien Springs, MI
October 2022 - Present

Spearhead brand and creative strategy while managing a talented team to produce breakthrough campaigns. Balance high-level visionary leadership with hands-on execution to deliver a consistent brand experience.

Director of Admissions & Recruitment

Lake Michigan College, Benton Harbor, MI
September 2021- October 2022

Responsible for the leadership, direction, and supervision of new and returning student recruitment and admissions operations.

Multimedia Marketing Coordinator

Lake Michigan College, Benton Harbor, MI
October 2015 - September 2021

Provided digital design, video, and social media expertise across brand, content, and integrated marketing.

Videographer/Special Event Producer

Beloit College, Beloit, WI
August 2013 - October 2015

Created marketing videos and offered A/V support and live streaming services for college-wide events.

Multimedia Assistant

Smart Interactive Media Inc., Cedarburg, WI
August 2012 - August 2013

Edited video, created storyboards, and executed creative assets across digital, social, and experiential channels.

REFERENCES

Honor Credit Union, Nate Springer: 269-930-0538

Lake Michigan College, Kristopher Zook: 908-902-2893

Beloit College, Amanda Frisbee: 815-721-9093

VOLUNTEERING

15+ organizations in the last decade including political campaigns, art galleries, an LGBTQ+ center, United Way, and Boys & Girls Club.

SKILLS

- Creative Strategy & Brand Stewardship
- Multidisciplinary Creative Direction (Design, Illustration, Photography, Video)
- Purpose-Led Brand Building & Activism
- Cross-Functional Collaboration & Mentorship
- Creative Operations & Workflows
- Adobe Creative Cloud (Illustrator, Premiere, Photoshop, After Effects, InDesign)

EDUCATION

Bachelor's Degree, Major in Multimedia and Minor in Mass Communication

Concordia University Wisconsin, Mequon, WI, August 2011 - May 2013

Associate Degree in Digital Media Technology

Northeast Wisconsin Technical College, Green Bay, WI, August 2009 - May 2011