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[Click Here For Portfolio Link](#)

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Ben & Jerry's Talent Acquisition Team
30 Community Drive
South Burlington, VT 05403

To Whom Scooped Up This Letter:

Never did I imagine applying for a job would lead me to do flavor pairing. As part of my portfolio, you can watch a video reel of me creating a custom "Sweet Key-o-line" dessert. I combined Ben & Jerry's Straw-Bae Shortcake Sundae with a local bakery's key lime pie tart and fresh strawberries. It's a flavor profile this Neil Diamond fan hasn't stopped thinking about since!

My love for the brand started early, digging for the biggest brownie chunks in the pints my aunt brought to family gatherings. Years later, Ben & Jerry's captured my attention with Colin Kaepernick's "Change the Whirled." While many brands view taking a stand on real-world issues as an unnecessary business risk, Ben & Jerry's has consistently proven that standing firmly for social justice and equity creates an authentic, multigenerational brand connection.

My creative leadership blends hands-on execution with a global mindset. I am highly comfortable operating alongside executives to pitch bold ideas, navigate complexity, and guide high-performing cross-functional teams to drive commercial impact without losing community spirit. Brands that reach millions need a leader who can translate strategy into powerful work, value quality over quantity, and scale robust design systems, all while keeping their team involved every step of the way. I've proven this by leading the communication creative that supported member acquisition during a major core system conversion, shifting student recruitment enrollment at Lake Michigan College, and curating an entire marketing photo library from scratch.

Bringing people together through personal, visual stories is the driving force behind my 17-year creative marketing career. Whether conceptualizing a rapid-response community campaign during COVID-19 to support local front-line workers, providing visual oversight for nearly \$1M in annual community sponsorships at Honor Credit Union, or volunteering my creative time with communication teams for two local political organizations, I focus on design that builds emotional connection.

My Ben & Jerry's story is just one of millions. I'm excited for a next step that allows me to align my career even more with my personal beliefs, bring joy to people's lives in a new way, and collaborate with an exceptional team. Thank you for taking the time to review my application materials. I look forward to discussing how my background in strategic brand stewardship, people-first management, and constant creativity can help shape the next chapter of peace, love, and even more ice cream.

Sweet Regards,

A handwritten signature in black ink, appearing to read 'Caroline Tubbs'.

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