



Caroline Underwood

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Head of Marketing / Creative

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With over a decade of multifaceted experience in Design, Project Management, and Marketing, I offer a distinctive skill set poised to elevate your team as the Head of Marketing. My tenure as Marketing Director within the healthcare sector refined my ability to craft resonant brand messages adaptable to diverse audiences. Proficient in curating customer personas, optimizing market segments, and uncovering growth opportunities, I bring a strategic edge to every campaign. Having led successful initiatives across digital and print platforms, I stand ready to spearhead comprehensive marketing strategies that propel your brand to new heights. Renowned for exceeding client expectations and maintaining a cohesive brand voice, I ensure your messaging resonates across all channels. Let's collaborate to drive impactful results and instill financial confidence in millions.

Jobs

Owner | Marketing Consulting + Creative Direction

April 2023 - Current

As the Owner of a Graphic Design and Marketing Agency, my main responsibilities include developing and executing effective branding and marketing strategies for clients. I oversaw all aspects of the business, including client management, project management, financial management, and asset management.

Specific duties included:

- Collaborating with clients to understand their business objectives and develop creative solutions to achieve them
- Leading teams of in-house designers and marketers to develop and execute branding and marketing strategies across various channels, including print, digital, and social media
- Managing projects from inception to completion, ensuring they were delivered on time, within budget, and to the highest quality standards
- Developing and implementing marketing initiatives to promote my company and attract new business
- Building and maintaining relationships with clients and vendors, ensuring high levels of customer satisfaction and repeat business
- Overseeing the financial management of my company, including budgeting, forecasting, and financial reporting

Additionally, as the owner of the agency, I demonstrated strong communication skills, business acumen, and an entrepreneurial mindset.

Overall, my role as the Owner of a Graphic Design and Marketing Agency required a combination of creative, technical, and business skills, as well as effective communication, leadership, and project management abilities.

Senior Graphic Designer

School Time & Athletic Silk

July 2022 - April 2023

As the Lead Designer entrusted with the responsibility of branding and personalizing a diverse range of apparel and promotional merchandise, I successfully collaborated with a number of clients ranging from small enterprises, and corporate giants to prestigious educational institutions. My duties included managing approvals for every order and submitting art for licensing on specific projects, thus ensuring stringent compliance with intellectual property rights.

Specific duties included:

- Creating and editing graphics, logos, and typography using design software such as Adobe Creative Suite
- Designing and producing apparel, signs, banners, decals, and other promotional materials
- Collaborating with the sales team and clients to understand project requirements and provide design recommendations
- Managing multiple projects simultaneously, prioritizing workload, and meeting tight deadlines
- Ensuring that all designs and finished products met the company's quality standards and were produced accurately and efficiently
- Training new staff and managing their workload during training time
- Implementing new policies and best practices on proofing, in-house design process, and job request/ initiation

Overall, my experience in creating personalized branding materials required creativity, technical skills, and effective communication with both clients and colleagues.

Marketing Director

BAYOU BRACES & DENTISTRY

March 2022 - July 2022

As the Marketing Director, my primary focus was on lead generation and campaign management, including social media, event planning, charitable contributions, and promotional products, that effectively conveyed the vision and mission of the practice.

- Market research and customer behavior analysis to map and optimize the customer journey
- Design and implement successful marketing campaigns
- Set up tracking and reporting systems for online marketing initiatives Track progress with Executive Team
- Identify and analyze competitors to create benchmark data and identify opportunities within the market
- In charge of the design department which was responsible for producing digital content and promotional materials
- Produce and manage all copy for social media, press releases, and all other web and print related content
- Organize and plan company events for charitable or promotional efforts
- Establish and maintain relationships with local school districts for partnership opportunities throughout the year
- Management of the teams schedules and responsibilities for social media engagement

Overall, my experience required adaptability, technical skills, and effective communication with both the executive team and relationships.

Graphic Designer

Senda Digital Assets

January 2022

As a Graphic Designer, I specialize in creating visually stunning and effective designs for businesses across various industries. For this job I was responsible for re-working their existing logo and creating assets for print, web, and various other platforms and distribution methods.

I work closely with clients to understand their needs and vision, and I am able to translate their ideas into creative and impactful designs. I have experience collaborating with marketing and branding teams, and I understand the importance of creating designs that align with a brand's values and mission.

My attention to detail, creative problem-solving skills, and ability to work efficiently make me a valuable asset to any design project. I am committed to delivering high-quality work on time and on budget, and I am always looking for new challenges and opportunities to grow as a designer.

Customer Review of Project "Fast delivery and excellent quality."

Graphic Designer + Marketing

Absolutely Embroidery & More

September 2021 - February 2022

As the Lead Graphic Designer, my primary focus was on designing and creating visually stunning branding and personalized items, including signs, banners, promotional products, and apparel, that effectively conveyed specific branding and messages. I worked closely with clients to understand their needs and preferences, translating their vision into compelling designs that reflected their unique brand identity.

Specific duties included:

- Creating and editing graphics, logos, and typography using design software such as Adobe Creative Suite
- Designing and producing apparel, signs, banners, decals, and other promotional materials
- Collaborating with the sales team and clients to understand project requirements and provide design recommendations
- Managing multiple projects simultaneously, prioritizing workload, and meeting tight deadlines
- Ensuring that all designs and finished products met the company's quality standards and were produced accurately and efficiently

Overall, my experience in creating personalized branding materials required creativity, technical skills, and effective communication with both clients and colleagues.

Search Engine Optimization Consultant

College Pulse

July 2021 - September 2021

I created search engine optimization strategies for the company's website. I conducted extensive keyword research and analysis to identify the most effective keywords and phrases to target.

Based on my research, I created customized SEO strategies that included optimizing website content, improving website structure and user experience, and building high-quality backlinks. I also provided regular reports on website traffic, search engine rankings, and conversion rates to the client.

In addition to my technical SEO skills, I was able to effectively communicate and understand their unique needs and goals. This allowed me to tailor my strategies to their specific requirements and deliver measurable results. As a result of my efforts, the client's website saw a significant increase in traffic, improved search engine rankings, and higher conversion rates.

Branding Consultant

Magellan Learning Solutions

January 2021 - February 2021

As a Logo Designer, I specialize in creating impactful and memorable visual identities for brands. I am proficient in using design software such as Adobe Illustrator and Photoshop and have experience working with clients of all sizes. My creative process involves research, analysis, and iteration to create unique and recognizable logos that effectively communicate a brand's values and mission. I am passionate about design and committed to delivering high-quality work on time and on budget.

Owner | Marketing Consulting + Creative Direction

March 2019 - Current

As the Owner of a Graphic Design and Marketing Agency, my main responsibilities include developing and executing effective branding and marketing strategies for clients. I oversaw all aspects of the business, including client management, project management, financial management, and asset management.

Specific duties included:

- Collaborating with clients to understand their business objectives and develop creative solutions to achieve them
- Leading teams of in-house designers and marketers to develop and execute branding and marketing strategies across various channels, including print, digital, and social media
- Managing projects from inception to completion, ensuring they were delivered on time, within budget, and to the highest quality standards
- Developing and implementing marketing initiatives to promote my company and attract new business
- Building and maintaining relationships with clients and vendors, ensuring high levels of customer satisfaction and repeat business
- Overseeing the financial management of my company, including budgeting, forecasting, and financial reporting

Additionally, as the owner of the agency, I demonstrated strong communication skills, business acumen, and an entrepreneurial mindset.

Overall, my role as the Owner of a Graphic Design and Marketing Agency required a combination of creative, technical, and business skills, as well as effective communication, leadership, and project management abilities.

Marketing Director

Hubbell Dermatology

November 2016 - March 2019

As the Marketing Director, my primary goal was lead generation and omnichannel campaign management, including social media, event planning, project management, and campaign development, that effectively conveyed the vision and mission of the practice.

- Market research and customer behavior analysis to map and optimize the customer journey
- Design and implement successful marketing campaigns, many still in use today
- Set up tracking and reporting systems for online marketing initiatives
- Track progress with Executive Team
- Identify and analyze competitors to create benchmark data and identify opportunities within the market
- In charge of the design department which was responsible for producing digital content and promotional materials
- Produce and manage all copy for social media, press releases, and all other web and print-related content
- Organize and plan company events for promotional efforts and coordinate with reps from the brand we were promoting to ensure best practices
- Establish and maintain relationships with reps from brands of products we carried and services we offered and kept up with partnership opportunities throughout the year
- Management of the teams' schedules and responsibilities for social media engagement

In this role, I worked directly with both medical and cosmetic pharmaceutical reps, developing relationships and collaborating with brands such as Allergan (Botox, CoolSculpting, SkinMedica), Galderma (Restylane, Sculptra), and L'Oreal (La Roche-Posay, Skinbetter Science, CeraVe). These products are available on a "prescription" basis and I am well versed in pharmaceutical advertising regulations.

Overall, my experience required adaptability, technical skills, and effective communication with both the executive team and relationships.

Graphic Designer

Print

October 2013 - November 2016

As a Graphic Designer, my main responsibilities included designing and creating visual concepts for various signs and banners. I collaborated with clients to understand their needs and preferences, and translated their ideas into compelling designs that effectively conveyed their message.

Specific duties included:

- Creating and editing graphics, logos, and typography using design software such as Adobe Creative Suite
- Designing and producing signs, banners, decals, and other materials
- Collaborating with the retail team and clients to understand project requirements and provide design recommendations
- Managing multiple projects simultaneously, prioritizing workload, and meeting tight deadlines
- Ensuring that all designs and finished products met the company's quality standards and were produced accurately and efficiently

Additionally, I demonstrated strong attention to detail, a keen eye for aesthetics, and the ability to adapt to changing project requirements and client feedback. Overall, my role as a Graphic Designer required creativity, technical skills, and effective communication with both clients and colleagues.

Education

MicroBachelors® Program in Mathematics and Statistics Fundamentals

London School of Economics and Political Science, edX

October 2023 - Current

Architecture

Louisiana State University

August 2012 - May 2013

Top skills

Product management - Expert
Management - Expert
Public relations - Expert
Market research - Expert
Operations management - Expert
Team management - Expert
Strategies - Expert
Strategic planning - Expert

[VIEW ALL SKILLS](#) ✨

Languages

English - Native or fully fluent
French - Conversational

Top behavioral traits

1. Extroverted
2. Always competitive
3. Always persuasive
4. Casual
5. Rules-oriented

[VIEW ALL TRAITS](#) ✨

torre