

Carolyn Schultz

Creative and self-motivated reputation and social media manager, content creator, copywriter, photographer and visual artist.

Contact

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Education

University of Cincinnati College of Design, Architecture, Art, Planning

Bachelors of Fine Arts

Certificate of Media Criticism
and Journalism

Art History Minor

Skills & Software

Adobe Suite

Hootsuite

Canva

Microsoft Office Suite

Sketch Up

Copywriting

Brand Management

Hand rendering/sketching

Studio Photography

Professional Experience

Epic Kitchens***Social Media Marketing Manager / September 2021- July 2022***

- Developed and owned organic social media strategy across all social platforms, including email marketing campaigns
- Created content; photography, video, editing, copywriting, and scheduled 2-5 posts a day
- Established and managed relationships with local Chicago influencers
- Regularly engaged with community to increase brand awareness and answer inbound questions; grew Instagram followers by 302%
- Assisted and collaborated with the Operations Team in the planning of local community events; giveaways and swag design

The RoomPlace***Online Customer Care Agent / January 2020 - September 2021***

- Managed multiple concurrent customer chat sessions
- Identified and qualified leads to consistently meet sales goals
- Evaluated and responded to customer reviews; delegated tasks within the team to see resolution through

Interim Social Media Manager / August 2019 - July 2020

- Developed, planned, posted content
- Updated product catalog; executed paid campaigns
- Photo editing, graphic design
- Increased Instagram followers by 85.98%

CSS Industries***Craft Goods Department Intern / Summer 2019***

Researched industry trends, created product proposals, and designed craft kit prototypes

- Photographed products, edited images for multiple platforms
- Designed within licensed imagery and product standards

Pyramid Hill Sculpture Park and Museum***Marketing and Design Intern / Fall 2018***

Created event posters, advertisements, corresponding social media content, while implementing branding guide

- Created advertisements for paid media services
- Managed all social media platforms, customer responses
- Grew page likes by 102%, post engagements by 25%