

CAROLANN HALL

MARKETING | COMMUNICATIONS

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PROFESSIONAL EXPERIENCE

Consumers Credit Union

Marketing Content Specialist | Apr. 2021 - Present

- Manage all marketing requests for Consumers @Work program, including digital and print materials
 - Schedule all digital signage via AdQue, WatchFire and BrightSign programs
 - Coordinate, write, edit and publish all blogs produced both in-house and via outsourcing
 - Coordinate media coverage through the creation and distribution of press releases to a variety of media contacts
 - Collaborate with marketing team to establish campaign strategies aligned with credit union goals
 - Create and circulate emails via Documatix and HubSpot platforms
 - Support marketing team with video, design and photography needs
 - Research and implement white-label financial education content to support Consumers members and retail staff
 - Contribute to Consumers UNITE team to bring more diversity, equity and inclusion training to the credit union
 - Saved the credit union \$70,000+ during financial education platform contract negotiations
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Kalamazoo RESA

Communications Specialist | Apr. 2016 - Apr. 2021

- Managed all marketing for Kalamazoo RESA and its programs, including Head Start, Career & Technical Education (CTE), Education for the Arts (EFA) and KRESA Print Center
- Strategized and implemented a highly effective, award-winning marketing campaign for the 2019 CTE Millage Proposal
- Developed and launched the CTE website - kresaCTE.org
- Planned, curated and scheduled all social media content for many programs across Facebook, Instagram, Twitter and LinkedIn
- Developed and implemented holistic marketing campaigns to reach a diverse audience across print and digital mediums
- Collected and analyzed performance data, adapted strategies accordingly
- Wrote, edited and published engaging blogs
- Created, wrote and distributed media kits and press releases and to campaign partners and media contacts
- Provided coverage of KRESA programs and events, including photography and editorial content

ACADEMIC EXPERIENCE

Methodist University

Bachelor's Degree,
Mass Communication

Kalamazoo Valley Community College

Associate Degree,
Communication

CERTIFICATIONS

Google Analytics
Google Ads
Hubspot Email Marketing

ACHIEVEMENTS

National School Public Relations Association (NSPRA)

Golden Achievement Award
2020 | CTE Millage Campaign
2018 | Future Ready Campaign

SKILLS & TALENTS

- Writing & Editing
 - AP Style
 - Photography
 - Media Relations
 - Email Marketing
 - Adobe Suite
 - Google Analytics
 - Content Management Systems
 - ADA Accessibility Standards
 - SEO & SEM
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