

# 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

#### 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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