

Profile

- Web and Marketing Professional with 14 years of experience leading successful web, marketing, and integrated communication strategies across diverse organizations.
- Strong leader of business and creative project teams to conceptualize, build, and manage websites and campaigns leveraging research and insights to develop strategies and concepts that resonate with end users.
- Specialist with expertise in graphic design, web design, e-mail, social media and event management focused on building brand equity, customer loyalty and improving business results.
- Excellent organizational skills. Proven record of creating and managing projects on time and within budget.
- Effective interpersonal skills. Innovative thinker and consensus builder.
- Ability to build rich and honest relationships with employees, customers, vendors, and business partners.
- Self-motivated, versatile, and able to function well under tight deadlines.

Skills

- Web and Print Design/Production
- Web Content Management
- Webmaster Experience
- Project Management
- Collaborative Team Leadership
- Marketing/Promotional Campaigns
- Graphic Design (CS5)
- Brand and Style Management
- Copywriting & Editing
- Focus Group & Market Research
- Collateral Development/Management
- Public and Media Relations
- B2B, B2C, Employee Communications
- Vendor Management
- Relationship Building
- Strategic Innovative Thinker
- End user research & implementation
- Current on emerging technologies

Technologies

- Software:** Adobe CS5 (Illustrator, Photoshop, Acrobat, InDesign, Dreamweaver), MS Office (Word, Access, Excel, PowerPoint, Outlook, Visio, Expression)
- Web/Multimedia:** HTML, Flash, Dreamweaver, Fireworks, CSS, SEO, Web Server Administration, Various Content Management Systems, Constant Contact, Web Trends, DeepMetrix, Google, Facebook, Twitter, and LinkedIn.

Professional Experience

Independent Contractor/Consultant

Minneapolis, Minnesota, 2007 to Present

<http://www.trishcarlson.com>

Marketing and Interactive Professional

I am a marketing and web/Interactive professional with 14+ years of experience leading cross-functional business and creative project teams to conceptualize and build websites and campaigns leveraging research and insights to develop strategies and concepts that resonate with end users. I have expertise in graphic design, web design and development, customer and end-user research, e-mail, social media, and event management focused on building brand equity, customer loyalty, and improving relationships and results.

Power/mation St. Paul, Minnesota, 2008 to 2011 <http://www.powermation.com>

Marketing & Web Specialist

Developed and implemented a new website design and content resulting in a 200% increase in usage over one year. Created e-campaigns, and produced events that helped increase sales by over 30% over two years. Produced four successful 50th Anniversary events at both Target Field and Miller Park coordinating 50 vendors and attracting over 800 customers, resulting in over 300 actionable quality leads. Responsible for planning and executing the corporate marketing budget of \$350,000.00. Responsibilities included marketing management, sales communications, customer and vendor communications, graphic design, brochure design, ad design, direct mail, e-campaigns, presentations, collateral design, event producer, corporate communications, brand coordinator, web design, webmaster (internet & intranet), social media.

RLK Incorporated Minnetonka, Minnesota, 2003 to 2007 <http://www.rkinc.com>

Marketing & Interactive Specialist

Sales and marketing communications design including brochures, proposals to RFQs, press releases, ads, direct mail, newsletters, presentations, video, marketing plan, collateral, event communications, branding coordinator, vendor selection and management, web design, webmaster (internet & intranet), website planning, design and development, interactive marketing.

Dunwoody College of Technology Minneapolis, Minnesota, 2001 to 2003 <http://www.dunwoody.edu>

Marketing Communications and Web Specialist

Web design, webmaster, website planning, website design and development, internet marketing, sales and marketing communications including direct mail, newsletters, presentations, annual report, radio, collateral, event communications, branding coordinator, vendor selection and management, technology team.

StorageTek Minneapolis, MN and Louisville, CO, 1995 to 2001 <http://www.sun.com/storagetek>

Webmaster 'network.com' and 'storagetek.com'

Four years' experience handling all aspects of three Web sites (Internet, Intranet, and Extranet) including design, ecommerce, content management, style guides, and project management. Supervised two employees and various interns.

Sr. Marketing Communications/Web Content Manager/Project Manager

for 'storagetek.com' and three internal sites including: networking products, channel marketing, direct sales, product marketing, professional services, HR. Successfully completed various projects for including channel marketing, product marketing, networking online store. Sales & marketing communications programs including direct mail, newsletters, presentations, collateral, trade show signage, and seminar communications.

Network Communications Corporation Minneapolis, Minnesota, 1988 to 1995

Marketing Communications Specialist

Product literature management and design w/budget responsibility, brand responsibility, direct mail, brochures, copy writing, reseller/representative communications and newsletters, project management, focus groups, managing editor of sales and employee newsletters, MarCom designate to cross-functional new product design team.

Education

Augsburg College, Minneapolis, MN. (2010 - Present). M.A. Leadership Program: one class and one project pending. (3.85 GPA)

Augsburg College, Minneapolis, MN. (2009). B.A. Communications.

University of Minnesota, (1973-1976) Drawing, color theory, 3-D design, technical writing, fashion design, illustration, textile design, Video writing, production, editing. Transferred to Augsburg College.

Minnesota Film Board, (1986-1987). Clinics on film production and writing.

American Film Institute, Los Angeles, California, (1987). Certificate: Film Production, Screen Writing.

American Institute of Design, Paris, France, (1982). Certificate: Fashion Design.