



# CAROLINE MEDLIN

## ABOUT

A motivated and collaborative marketing professional dedicated to driving growth and raising brand awareness through strategic marketing campaigns that align with company goals and sales initiatives. 3+ years of experience in brand marketing, nurture campaigns, and B2B demand generation marketing. Skills include critical thinking, purposeful content creation, relationship building, design and more.

## WORK EXPERIENCE

OMNIA PARTNERS | APRIL 2022 - PRESENT

- Collaborated with supplier partners to develop and manage marketing and communications plans for a portfolio of suppliers from the OMNIA Partners contract portfolio. Decided when, where and how to disseminate content
- Engaged with internal teams to develop marketing and communication initiatives in support of company and supplier objectives that lead to measurable results
- Assisted the Vice President of Marketing with content development, microsite buildouts, webinars and execution
- Created and implemented messaging and collateral for external communications including, but not limited to: printed materials, electronic communications, campaigns, website development, advertising, social media etc.

HANNA DIGITAL | JANUARY 2021- PRESENT

- Serve a number of clients in ad creation and buying, strategic planning, marketing automation and social media management

THE GRACE SCRIPTS | FEBRUARY 2016- PRESENT

- Cultivated an online community for over 20,000 women around the globe
- Manage a team of writers
- Create content, graphic designs and written copy for clients

COUNTRY COVE | NOVEMBER 2015 - JANUARY 2020

- Led creative team in successful execution of design projects
- Managed social media and increased engagement rate by 150%
- Design projects featured in Southern Living, on Pickler and Ben and HGTV

DR. AND MRS. THOMAS FRIST JR | JANUARY 2018 - JANUARY 2019

- Learned from Dr. and Mrs. Frist and observed as they oversaw the planning of HCA's 50th anniversary and the Frist Gala

## EDUCATION

BACHELOR'S OF SCIENCE IN JOURNALISM WITH A CONCENTRATION IN PUBLIC RELATIONS AND A MINOR IN MARKETING

Middle Tennessee State University | December 2021  
Member, Public Relations Student Society of America (PRSSA)  
Nationals Student Advertising Competition (NSAC)  
President, Reformed University Fellowship (RUF)

## CONTACT

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## PROFESSIONAL SKILLS

### PR & MARKETING

Legacy media writing  
Print media writing  
Website writing  
Event planning/coordination  
AP style  
Public speaking  
Market research  
Salesforce  
Hubspot  
Vidyard  
Typo3  
Campaigns

### DESIGN

Content creating and design  
Illustration (hand-drawn and vector)  
Proficient in Adobe InDesign  
Illustrator  
Photoshop  
Layout design

### SOCIAL MEDIA

SEO and Google analytics  
Social media strategy  
Marketing  
Web content development  
Market research