



CAROLINE MEDLIN

ABOUT

A strategic marketing and communications professional with a proven track record of building brands, leading high-performing teams, and driving exponential growth across digital, print, and event platforms. Trusted by faith-based and mission-driven organizations to overhaul communications systems, develop cohesive brand identities, and deliver measurable results—such as 1,000% output increases, 300% sales growth, and 40%+ spikes in web traffic. Founder of The Grace Scripts, an online blog reaching over 1.5 million women monthly through organic social and strategic content.

WORK EXPERIENCE

DIGITAL MARKETING AND BRAND CONSULTING, CGM BRAND
| NOVEMBER 2015 - PRESENT

Christ Covenant Church | March 2025 – Present

- Rebuilt the communications department, transitioning from outsourced to in-house operations.
- Hired and led a four-person team: storyteller, graphic designer, project manager, and communications coordinator as well as managed all video and design contractors.
- Managed all internal and external communications across a multi-site church.
- Increased output by 1,000%, web traffic by 40% MoM, email open rates by 22% MoM, and social media engagement by 500%.

Revere Payments and Metrics Global | March 2024 – March 2025

- Designed and produced booth displays, t-shirts, digital/print collateral, and white papers.
- Managed SEO, video, design, and web teams to ensure brand consistency.
- Developed and executed a full-scale marketing/events calendar across the U.S., Canada, and Europe.
- Boosted brand visibility through influencer and thought leader partnerships in Christian and conservative spaces.

Brand and Marketing Consultant, Sola Gratia Co | May 2018 - March 2025

- Revamped business model, branding strategy, and content planning for a Christian home décor and apparel company.
- Developed and implemented a full social media and marketing calendar with high-impact product drops.
- Redesigned website for better usability and customer flow.
- Increased overall sales by 300% through improved ROI, brand alignment, and consistent messaging.

Brand and Marketing Consultant, Ballet Adora | May 2018 - March 2024

- Rebuilt brand identity and developed a full social media strategy
- Supported six sold-out productions (including Peter Pan and The Sound of Music) with branded merchandise, advertising, and community engagement.
- Contributed to increased student enrollment and Ballet Adora's award as Best Dance Studio in Wilson County.

Brand and Marketing Consultant, Chasing Sacred | September 2022 - 2023

- Advised on brand alignment and strategy for all Bible study materials
- Led layout design and copyediting efforts for multiple devotional books.
- Strengthened internal communications and team-wide consistency in branding and tone.

FOUNDER & DESIGNER, THE GRACE SCRIPTS
| FEBRUARY 2016- PRESENT

- Cultivated an online community with over 47,200+ women around the globe and reach over 1.4 million women through strategic, organic social media
- Manage a team of 12+ writers, creatives, photographers to ensure brand storytelling
- Write daily devotionals and create graphics and printables across multiple platforms

CONTACT

615-686-3250
carolinegmedlin@gmail.com
carolinemedlin.com

PROFESSIONAL SKILLS

PR & MARKETING

Legacy media writing
Print media writing
Website writing
Event planning/coordination
AP style
Public speaking
Market research
Salesforce
Hubspot
Wordpress
Vidyad
Typo3
Campaign strategy and execution

DESIGN

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

SOCIAL MEDIA

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



CONTACT

615-686-3250
carolinegmedlin@gmail.com
carolinemedlin.com

MARKETING MANAGER, CETO
| JANUARY 2023 - DECEMBER 2023

- Created, implemented and manage a content calendar to streamline internal and external messaging and increase overall engagement
- Implemented a new series of touchpoints throughout the selling and implementation process to ensure better brand recognition and connection
- Worked closely with all teams including Events, HR and Sales and created branded collateral, print pieces, campaigns, advertising, social and electronic communications

MARKETING COORDINATOR, OMNIA PARTNERS
| APRIL 2022 -JANUARY 2023

- Executed effective marketing campaigns from start to finish and developed strong professional relationships with an extensive portfolio of 40+ supplier partners
- Align marketing efforts with internal sales and leadership initiatives to support suppliers' go-to-market strategies
- Understand buying/selling models of multiple industries to help support supplier partners with industry-specific marketing deliverables
- 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.

DIGITAL MARKETING SPECIALIST, HANNA DIGITAL
| JANUARY 2021 - JANUARY 2022

- Work with a variety of businesses, nonprofits and ministries to provide branding, content calendars and social media management
- Planned, strategized and executed all social media and communication during CROSS Conference
- Managed a team of creatives (videographers, photographers) during CROSS
- Provided editorial work and ghost writing for clients across US

HOSPITALITY AND MARKETING COORDINATOR, COUNTRY COVE
| OCTOBER 2016 - JANUARY 2020

- Led creative team in successful execution of design projects
- Managed social media and increased engagement rate by 500%
- Helped create go-to-marketing strategy
- Sourced local goods and artisans for Christmas shop
- Designed a unique set of ornaments each year to sell in the shop
- Design projects featured in Southern Living, on Pickler and Ben and HGTV

PERSONAL ASSISTANT, THE FRISTS
| JANUARY 2018 - JANUARY 2019

- Provided design feedback for the annual Frist Gala Invitations
- Helped host politicians, authors and doctors
- Assisted in daily tasks and errands

STUDENT EVENT PLANNER AND INTERN, REFORMED UNIVERSITY FELLOWSHIP
| AUGUST 2015 — MAY 2018

- Created and executed successful designs for fliers, t-shirts and social media
- Planned, organized and executed various events
- Wrote and led Bible studies for freshman and upperclassmen girls
- Organized events and cultivated community on Campus
- Managed social media platforms and digital outreach
- Assisted in presentations and pitches to bring events to MTSU including the Red Bus Project

EDUCATION

BACHELOR'S OF SCIENCE IN JOURNALISM WITH A CONCENTRATION IN
PUBLIC RELATIONS AND A MINOR IN MARKETING
Middle Tennessee State University