



CARLA BEAURLINE

PROFILE

Results oriented and award winning Executive, Social Media Expert, Director of Business Development, Client Engagement, and Sales Manager with a career spanning over 30 years. Founder, Host, Sales, and Executive Producer of Around Town TV - Minneapolis/St. Paul's longest airing TV Community Showcase (21 Years). A Media Entrepreneur, Philanthropist, Mentor, Host, Salesperson and Executive Producer. A visionary, talents and areas of expertise are in Sales Management, Media, Branding, Marketing, and Communications. Recognized as Minnesota's Lifestyle and Business Expert for Segments on Twin Cities Live, have also worked as an on air talent, host, public speaker, and spokesperson.

EXPERTISE

- Sales Management
- Negotiation
- Strategic Planning
- Marketing Strategy
- Project Management
- Product Development
- Brand Development and Management
- Business Consulting
- Business Development
- New Business Development
- Increase revenue
- Budgets
- Forecasting
- Business Operations
- Luxury Brands
- Social Media Marketing
- Video Production - Broadcast, Internet & Live Streaming
- Story Telling
- Interview/Media Coaching
- Marketing - Digital Marketing
- Communications
- Community Investment and Engagement
- Organizational Skills
- Entrepreneur
- Event Planning
- Event Marketing
- Partnership Marketing
- Advertising
- Promotion
- Content Management - Website and Social Media
- On-Air Talent
- Media Planning/Buying
- Emcee/Host/Public Speaking
- Spokesperson
- Talent Leadership & Development

CONTACT

2021 Summerhill Court
Shakopee, MN 55379

Mobile: 612-801-1592

Email: Carla@Around-Town.TV

Website: www.Around-Town.TV

EXPERIENCE

FOUNDER/OWNER, HOST, SALES, EXECUTIVE PRODUCER, CONSULTANT

Around Town TV/Around Town Media, LLC. - Minneapolis/St. Paul's longest airing TV Community Showcase

FEATURING MINNESOTA'S BEST KEPT SECRETS & BUSINESSES SINCE 2003!

2003-Present

As a visionary started Around Town TV in 2002 with the first show airing April 28, 2003. Minnesota's Lifestyle and Business Experts. Currently, as Minneapolis/St. Paul's longest airing TV Community Showcase; Around Town TV has provided a high profile presence in the community airing 21 years. Featuring Minnesota's Best Kept Secrets and Businesses since 2003, Around Town TV has proven to be a creative way for businesses to get the word out about their products and services. Ultimately, the show has leveraged advertising budgets and helped our clients gain visibility, get more customers, and grow their businesses. Longevity of the show driven 100% by sales given the unique business model. Around Town Media bought air time and Carla resold 100% of the 3 Minute Feature Stories.

Around Town Media, LLC. offers Sales, Media, Business strategy, Marketing, Digital Marketing, Social Media, Influencer, Hosting, Spokesperson, Public Speaking, and Communications Consulting.

HONORS & AWARDS:

- 2022 National Academy of Television Arts & Sciences Upper Midwest Emmy Silver Circle Honoree
- Amazon Influencer
- 2017, 2016, 2014, 2013 Midwest Business Ethics Award Nominee Around Town TV
- 2014 Twin Cities Finest Honoree Around Town TV
- 2011, 2010 "Top 25 in Media" Nominee Around Town TV
- Nominated in both 2009 & 2010 for the "Better Business Bureau Integrity Award"
- 2009 Winner Nationally of 25 Women who Rule in Sales & Marketing Around Town TV
- 2008 Television Sales Person of the Year Around Town TV
- 2007 & 2008 Television Personality of the Year Around Town TV



CARLA BEAURLINE

CAREER NOTES

HOST, GUEST HOST, MODEL

ShopNBC - (Now ShopHQ)

Eden Prairie, MN
1995-2008

GUEST HOST

QVC

West Chester, PA
2000

ADVERTISING SALES

Currently has over 29 years Advertising Sales & Account Management Experience

KLGT (Now CW), WCCO-TV (CBS), Pioneer Press Newspaper, Time Warner Cable (Now Comcast), Marketing Architects (National Radio Infomercials)

Twin Cities Minneapolis/St. Paul
1995-2002

EXECUTIVE BOARDS & VOLUNTEER WORK

1993-Present - Founder Leaders & Achievers of America - National Youth Program

November 2018 - Present; Woman Of The Year Leukemia & Lymphoma Society - MN, ND, & SD

January 2018 - January 2021; Board Member Augsburg Women Engaged (AWE) Philanthropy Council

February 2017 - November 2018; Co-Director of the Minnesota Media Awards

August 2017 - Present; Ambassador, Former Board Member Children's Performing Arts

January 2017 - Present; Sapphire Circle Committee Member Make-A-Wish MN

December 2016 - November 2018; Board Member for Alliance for Women in Media Minnesota Chapter

October 2015 - August 2023; Board of Governors Upper Midwest Emmy's Chapter (National Academy Television Arts & Sciences)

October 2015 - Present; Board of Governors Foundation for Upper Midwest Emmy's Chapter (National Academy Television Arts & Sciences)

April 1991 - 2022; Volunteer Anchor at CTV North Suburbs 6-7 times per year

2007 - 2018; Guest Speaker in the Entrepreneurship Class at Augsburg College 1-2 times per year.

1988 - Present; Mentor to youth

1993 - Present; Mentor to youth and adults in Broadcast Journalism.

Since 2005 the Beaurline Family also has provided educational scholarships to youth through the Beaurline Family Foundation.

EDUCATION

BACHELOR OF ARTS, DEGREES IN COMMUNICATION & SOCIOLOGY; EMPHASIS ON BROADCAST JOURNALISM

Augsburg College 1991

GPA 3.5

SOCIAL MEDIA

LinkedIn - Carla Beaurline

Facebook - Carla Jean Beaurline, Around Town TV Show & Around Town Media, LLC, Carla Beaurline

Twitter - @AroundTownMedia

Instagram - aroundtowntv

Vimeo - Carla Beaurline Around Town TV

Pinterest - "Around Town TV" - Carla Beaurline

Snapchat - Carla Beaurline Around Town TV

YouTube - Around Town TV/Around Town Media, LLC

PERSONALITY

Leader

Honest

Trustworthy

Articulate

Team Oriented

Enthusiastic

Optimistic

Professional

Creative

Resourceful

Collaborative

Results Oriented