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# CAROLINE ADAMSON

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Sales and marketing professional with expert-level education, skills, and experience in digital. Trained in SAAS, CPG, B2B, B2C, retail, social media, email, direct mail, and affiliate sales, in addition to in-person events, influencer relationships, product partnerships, and traditional marketing techniques. Proven success in customer acquisition, using digital tools such as audience targeting and segmentation. Adept at brand-building through methods both conventional and new, from staff trainings to set and uphold brand standards to identifying and testing emerging trends on social media.

Over 10 years' experience in sales and hospitality. I worked in a Charleston restaurant from 1996-2000, plus as a Moët Hennessy Portfolio Sales and Marketing Manager for Southern Wine & Spirits, the largest distributor in the US, from 2010-2017. I sold products directly to on-premise and off-premise, which included over 100 hotels. Using a mix of digital and traditional marketing tactics, I expanded my account list from 80 to over 400 stores and venues. Cities in my territory included: San Francisco, Napa, Tahoe, Sacramento, Mountain View, and San Jose.

Trained as a turnaround specialist, my methods to drive sales have successfully converted underperforming businesses to profitable within 6 months. As a manager of 60 employees at NBC, I used SMART goals, delegation, accountability, and team-building tools such as data-based key learnings and best practices, to continuously improve productivity and output. I'm always focused on setting, tracking, and exceeding all goals, and I use real-time data to continually analyze ROAS and ROIs for agile adjustments. I track KPIs and measure against industry standards on all accounts, then I create and present analysis decks to offer predictions and recommendations to improve business functionality and profitability.

## Areas of Expertise

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| ◆ Brand Strategy, Project Management                             | ◆ Market Research & Trend Analysis   | ◆ Editorial, Content Calendars |
| ◆ Customer Engagement, CRM software                              | ◆ Customer Insights, KPIs & ROI      | ◆ Paid & Organic Social        |
| ◆ Messaging across Internal & External Channels, CR Storytelling | ◆ Personalization, Customer Journey  | ◆ Stakeholders Engagement      |
| ◆ Decks, Presentations, Events                                   | ◆ Analytics, Data Driven Experience  | ◆ Digital & Print Ads, Budget  |
| ◆ Web Design, Content, Quality Assurance                         | ◆ Proposal & Creative Brief Writing  | ◆ Media Relations & PR         |
| ◆ B2C & B2B, Integrated Marketing                                | ◆ Proofreading, Copywriting, Editing | ◆ CX, UX, SEO, SEM             |
|  | ◆ Email Marketing, Social Media      | ◆ Influencer & Ambassador      |

## Education

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### Certificate, Professional Digital Marketing.

Kellogg School of Management, Northwestern University, Evanston, IL

### Bachelor's Degree, English Language and Literature.

College of Charleston, Charleston, SC

## Work Experience

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### Freelance Digital Marketing Feb 2021 – Current

**Sharp Pencil Marketing, CompTIA Cybersecurity, Box Packaging Partners, San Francisco Love Tours, Nanobebe, Newberry Consort, Mudlark, Studio5 Performing Art Studio, and others**

- Initiate and conduct market research, analyze findings; identify areas for improvement and growth
- Develop and evaluate strategy based on objectives, customer data, costs, markup, sales history
- Negotiate contracts to manage product distribution, establishing networks and developing strategies
- Coordinate and participate in trade shows, working with developers, advertisers, and production
- Integral leader for video shoots with key influencers in a wide range of industries

- Successfully devised, launched, produced, and broadcast a live tweeting campaign from CompTIA Channel Con 2022 conference with highest Partner Summit engagement numbers ever achieved
- Platforms and channels: Meta- FB & IG, Google: Pmax AI optimization, Ads, & Analytics, LinkedIn, Pinterest, TikTok, Vimeo, YouTube, Twitter, Sprout Social, Hubspot, Campaign Monitor, Triple Whale, Bambu, Canva, plus Shopify, Confluence, Jira, Slack, Monday, Domo, ChatGPT AI, Adobe Illustrator AI

**Senior Marketing Manager, Mather Lifeways Senior Living** Jan 2020 – Feb 2021

**Evanston, IL**

- Devised and developed digital and print ads, posts, newsletters, blogs, PR, email campaigns, videos, and research on aging studies to promote Mather within the senior living industry
- Created website content, worked with developers, monitored and updated continuously
- Launched the new Mather Institute Research Panel; lead the team to design new website: novare.org
- Implemented internal campaigns including rebranding with new logos and messaging
- Selected to be an expert consultant on the Reimagination Team for Community Initiatives
- Published academic studies with The Mather Institute: The Age Well Longitudinal Study, Innovative Research on Aging Awards, Promising Practices, Stumbling Blocks and Baby Boomers at Work

**Portfolio Sales and Marketing Manager, Louis Vuitton Moët Hennessy** Dec 2010 – May 2017

**San Francisco, CA and Chicago, IL**

- Represented all MHUSA wine and spirits portfolio brands; designed and executed marketing campaigns directly tied to sales goals. Used social media to build online brand recognition and drive engagement
- Worked closely with key accounts to build partnerships and share common sales goals
- Coordinated with compatible brands, such as Diageo, for collabs on products, events, and ads
- Managed a team of 40 employees to create and host promo events, averaging 20 events weekly
- Monitored and compiled data- customer impressions, budget efficiency, ROIs, sales results
- Drafted and delivered analytics reports to VPs in monthly meetings. Suggested new tactics based on data
- Presented new campaign decks quarterly; trained Southern Glazer's team (300 salespeople) on details
- Managed annual budget of \$200K for ads, promos, and events. Accountable for the ROI on each effort
- Enhanced distribution and expanded sales territory from 80 accounts in San Francisco to 300+ accounts across NorCal, increasing Hennessy sales 400% as a direct result

**Regional Sales and Marketing Manager, BCBG MaxAzria and Karen Millen** Jun 2008 – Oct 2010

**San Francisco and Los Angeles, CA**

- Planned and directed staffing and trainings, with performance evaluations to develop programs
- Reviewed operational records and reports to project sales and determine profitability
- Oversaw local sales managers and their staff; conducted product knowledge trainings

**Producer and Journalist, Headline News, WCBD-TV NBC. Broadcast Media** Jun 2001 – Oct 2004

**Charleston, SC**

- Investigated breaking news developments, such as disasters, crimes, and human-interest stories
- Developed ideas and material for stories by analyzing and interpreting current events and issues
- Evaluated leads to develop story ideas; assigned stories to reporters and duties to production staff
- Reported news for publication and broadcast, describing the background and details of events
- Examined news items of local, national, and international significance to determine hot topics
- Developed perspectives about news subjects through research. Wrote columns, editorials, and reviews
- Determined a big story's emphasis, length and format; established relationships with credible sources
- Collaborated with executive producers, photographers, and video editors to establish priorities
- Wrote blogs, commentaries, columns, promos, and scripts; revised work to meet editorial approval
- Selected material most pertinent to presentation, organized material into appropriate formats
- Reviewed written, audio and video copy: edited content, grammar, punctuation, and style

## **Professional Conferences**

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- **Salesforce Dreamforce 2012, 2013, 2014**
- **Oracle OpenWorld 2016**
- **Novare Leadership 2020**
- **Digital Summit 2020**
- **Social Media Marketing World Examiner 2022**
- **CompTIA ChannelCon 2022**

## **Licenses and Certifications**

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- **Meta: Facebook and Instagram: Social Media Marketing Professional Certificate**
- **Google Ads Certified, Google Analytics Certified**
- **Jira Atlassian Software Certified**
- **Hubspot Social Media Pro Certified**
- **Hubspot Content Marketing Certified**
- **SEMrush SEO Pro Certification**