

## Profile

- Marketing Communications Professional with over 14 years of experience leading successful marketing and integrated communication strategies across diverse organizations.
- Strong leader of business and creative teams to conceptualize, build, and manage projects, leveraging research and insights to develop strategies and concepts that resonate with end users.
- Specialist with expertise in marketing, budgets, planning, events, writing, editing, graphic design, web design, content, e-mail, social media and project 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.
- Able to work successfully with all functions and clients, internal and external.
- Self-motivated, versatile, able to function well under tight deadlines and manage multiple projects.
- Portfolio: <http://www.trishcarlson.com>

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## Skills

- Print Design/Production
- Project Management
- Collaborative Team Leadership
- Marketing/Promotional Campaigns
- Graphic Design (CS5)
- Brand and Style Management
- Copywriting & Editing
- Web Content Plan/Management
- Webmaster Experience
- 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

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## Technologies

**Design Software:** Adobe CS5 (Illustrator, Photoshop, Acrobat, InDesign, Dreamweaver), MS Office (Word, Access, Excel, PowerPoint, Outlook, Visio, Expression)

**Web/Content:** HTML, Flash, Dreamweaver, Fireworks, CSS, Various Content Management Systems (CMS), Constant Contact and other email systems, Web Trends, DeepMetric, Google, Facebook, Twitter, and LinkedIn.

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## Professional Experience

### Independent Contractor/Consultant

Minneapolis/ St. Paul, Minnesota.

2012 to Present

<http://www.trishcarlson.com>

### Marketing Communications Professional

I am a marketing and web/Interactive professional with 15+ 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 2012

<http://www.powermation.com>

**Marketing Communications 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 50<sup>th</sup> 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 Communications Specialist**

Sales and marketing communications design including brochures, proposals to RFOs, 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 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.

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## Education

**Augsburg College**, Minneapolis, MN. (2011 - Present). MBA/M.A. Leadership: one night per week. (3.85 GPA)

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

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

**Minnesota Film Board**, Clinics on film production and writing.

**American Film Institute**, Los Angeles, California, Certificate: Film Production, Screen Writing.

**American Institute of Design**, Paris, France, Certificate: Fashion Design.