

Caroline Shasek

CREATIVE ADVERTISING | MARKETING MINOR

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Loyola University Chicago | **Interdisciplinary Honors Program** | Chicago, IL | May 2024 | 3.74

Editor | Diminuendo Literary Magazine | August 2021 - May 2022

DEI Director | Chi Omega Lambda Mu | December 2021 - December 2022

Social Coordinator | Invisible Illness Awareness Alliance | January 2022 - January 2023

As a creative advertising and marketing self-starter, I am passionate about creating meaningful change through client relationships and human-centered projects. With a passion for brand growth and media writing, I have developed my skills in the world of agencies, non-profits, event firms, and start-ups. My sharp eye for detail and commitment to excellence brings a unique perspective to every project I take on. Through relationship storytelling and an innovative creative process, I will bring precision and entrepreneurial spirit to my account.

EXPERIENCE

Promotional Designer, Account Coordinator | Inigo Communications | Dec 2021-May 2022, Aug 2023-Dec 2023 | Chicago, IL

- **Designed all promotional materials** for the agency and client briefs
- Took initiative in the long-term **partnership with PR Agency Golin** by leading internal team relationship management
- Assumed responsibility for **writing all brand copywriting** shaping the agency image
- Built strong client relationships with **education on creative strategy** and collaborative brainstorming
- Monitored **industry trends and competitors** to stay informed of market dynamics and opportunities

Creative Marketing Coordinator | Edgewater Chamber of Commerce | May 2023-Sept 2023 | Chicago, IL

- **Led the rebranding website design** to enhance user experience through logistical planning and design
- Demonstrated **visual storytelling** skills by **shooting content** for over **150 chamber members**
- Managed the weekly newsletter, **managed email marketing** for the firm and **produced creative copywriting** for the firm
- Authored editorial pieces about the community business growth and infrastructure
- **Designed promotional advertising material** for summer festivals produced to support the brand identity

Creative Content Coordinator | Kehoe Designs | May 2022-Aug 2022 | Chicago, IL

- **Drafted creative briefs** including campaign design and copywriting for the family of brands
- **Produced and edited content** during on-site events to engage future clients with the brand
- **Maintained the company's blog** while working closely with marketing director to shape social strategy
- Produced **editorial content and case studies** to represent previous client work

Growth Marketing Specialist | SPOTT App | Apr 2021-Oct 2021 | New York, NY (Remote)

- Facilitated connections by **building a digital community** of investors and users
- Spearheaded **influencer-fluency programs** with action-oriented project management
- **Hosted and managed live events** for app go-lives
- Conducted market research and **competitive analysis** for industry news and campaign updates
- Met projected growth goals by actively engaging with the community and developing clear branding

SKILLS

WordPress | Adobe Photoshop | Adobe Illustrator | Hootsuite | Adobe InDesign | Microsoft Suite | Constant Contact | Mail Chimp | Meta Business Suite | Graphic Design | Account Management | Copywriting | Art Direction | Project Management | Event Management | Email Marketing | Newsletters | Google Analytics | Microsoft PowerPoint | Branding | Web Design | Social Media Management | Logo Design | Figma | Customer Relationship Management