

Caroline Shasek

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WORK EXPERIENCE

Brand Associate, Creative Services Coordinator

May 2024 - Current

The Scion Group

Chicago, IL

- Maintains and clarifies creative strategy for a family of 8 brands across a national portfolio of hospitality-driven communities
- Provides creative direction of marketing assets and campaign materials across print, digital, and environmental touchpoints
- Oversees reputation strategy by monitoring reviews, escalating risks, and guiding site-team response efforts
- Coordinates design and production of promotional merchandise and collateral for campaigns across all communities
- Manages relationships with creative vendors to ensure brand alignment, production quality, and on-time delivery
- Leads the development of creative materials for internal conferences serving 400+ attendees
- Drafts and audits marketing and website copywriting for brand consistency

Promotions Coordinator, Account Coordinator

Dec. 2021 – Dec. 2023

Inigo Communications Agency

Chicago, IL

- Managed creative production and social media strategy for client Guatemala Mission Coffee, achieving projected online impression goals.
- Built long-term partnership with PR Agency Golin through leading on-site client visits.
- Wrote all brand communications, shaping agency image and messaging.
- Educated clients on strategy and facilitated collaborative brainstorming sessions to strengthen relationships.
- Monitored industry trends via competitive analysis to inform key deliverable decisions.

Marketing and Design Coordinator

May 2023 - Sept. 2023

Edgewater Chamber of Commerce

Chicago, IL

- Led rebranding website design project, streamlining communications through planning and design.
- Demonstrated client relationship skills by developing content strategy and hosting industry media visits for 150+ chamber members.
- Managed weekly newsletter, client media kits, and conducted weekly competitive analysis for the firm.
- Authored brand stories about community business' growth based on client member research and infrastructure while advising on growth.
- Produced promotional advertising strategy for city festivals to align with brand identity and increase attendance.

Marketing Intern

Jun. 2022 - Aug. 2022

Kehoe Designs

Chicago, IL

- Drafted creative briefs for the brand family, including social content strategy and media planning.
- Produced and coordinated content shoots at on-site events to engage potential clients with the brand.
- Maintained company website and blog, shaping social strategy in collaboration with the marketing director.
- Created editorial content and case studies showcasing successful client work.

EDUCATION

Loyola University Chicago

May 2024

B.A, Creative Advertising, Marketing

Chicago, IL

- Top Student Honoree at School of Communications
- Researcher within Interdisciplinary Honors Program
- DEI Director at Chi Omega Lambda Mu, raised \$80k for Make-a-Wish
- Honored Member of Lambda Eta Pi

SKILLS

Microsoft Excel, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Reputation Management, Creative Direction, Crisis Communications, ClickUp, Entrata, Open Asset, Microsoft Suite, Constant Contact, Mail Chimp, Meta Business Suite, Google Analytics, Microsoft PowerPoint, Figma, Lightroom, WordPress, PowerPoint, Keynote, AP Style, AdWords, Graphic Design, Account Management, Copywriting, Consumer Research, Project Management, Media Traffic Analysis, Email Marketing, Web Design, Social Media Management, Competitive Analysis, Content Planning, Client Relationship Management, Digital Marketing, Presentation Design, SEO