



CARRIE DAVIS

MARKETING & COMMUNICATIONS DIRECTOR

With over two decades in integrated marketing, communications, and leadership, I bring a deep understanding of how clear, consistent messaging builds trust, drives engagement, and supports measurable growth. My career has spanned nearly every facet of the field, from strategic campaign development and digital transformation to brand storytelling, community engagement, and event planning, all anchored in a passion for connecting people and purpose.

My experience includes building multi-channel strategies that drive lead generation, enrollment, and audience growth across brand strategy, digital marketing, SEO/SEM, web design and development, social media, email, analytics, and audience research. I thrive at the intersection of strategy and execution, using data and creative problem-solving to turn organizational goals into measurable outcomes.

SYNOPSIS OF SKILLS

TEAM LEADERSHIP & TRAINING

**21
YRS**

Team, volunteer, and intern leadership with a focus on strategic direction, professional development, and cross-functional collaboration.

MARKETING & BRAND STRATEGY

**23
YRS**

Development and execution of integrated, multi-channel marketing strategies that strengthen brand identity and drive audience growth, engagement, lead generation, and measurable outcomes.

WEB & DIGITAL STRATEGY

**23
YRS**

Marketing-focused graphic design, web design, creative direction, and environmental design that reinforce brand identity and message consistency.

DIGITAL MARKETING & SOCIAL MEDIA MANAGER

**17
YRS**

Social Media Manager, paid and organic social, SEO/SEM, video production, email, web strategy, marketing automation, campaign management, and performance analytics focused on acquisition, conversion, engagement, and ROI.

ANALYTICS & LEAD GENERATION

**20
YRS**

KPI development, campaign analytics, audience targeting, conversion strategy, and data-informed optimization focused on measurable growth and ROI.

EVENTS & COMMUNITY ENGAGEMENT

**08
YRS**

Design and execution of public engagement events and strategic partnerships. Identify, activate, and manage relationships with influencers and community stakeholders to elevate visibility, build trust, and drive meaningful participation.

20+ Years
OF MARKETING EXPERTISE

📍 Tacoma, Washington

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JUL 2020 – Present | CND Ventures / Marketing Director and Web Designer/Developer

- Develop integrated marketing and communications strategies for businesses and nonprofits
- Build scalable marketing infrastructure, systems, and workflows supporting sustainable growth
- Lead digital transformation across web, social, search, automation, and analytics
- Partner with owners and executives on go-to-market strategy, positioning, and growth
- Develop multi-channel campaigns across web, email, search, social, content, and community
- Manage digital advertising, paid search, and social campaigns for acquisition and conversion
- Conduct market and audience research, competitive analysis, and opportunity assessment
- Measure KPIs, ROI, campaign performance, and growth outcomes through analytics
- Build automated marketing workflows supporting engagement, leads, and conversion
- Develop brand identity, digital storytelling strategy, content, and messaging
- Design and build data-driven, UI/UX-optimized websites for engagement and conversion
- Manage projects, priorities, budgets, timelines, vendors, and strategic partners

NOV 2018 – JUL 2020 | Summit Public Schools – Tacoma-Pierce County, WA | Community Engagement Marketing Manager

- Refresh existing brand from elementary to high school-appropriate styling
- Develop new, clear and concise messaging around college-prep mission
- Build social media business platform infrastructure and implement engagement strategy
- Execute multi-channel enrollment marketing focused on SEO, engagement, and conversion
- Design graphics and write copy for all digital, print, and video media
- Establish and manage procurement and script fundraising to support budget needs
- Increase Facebook reach from 1,300 to 9,000 and achieve 20% growth in engagement
- Develop segmented email campaigns supporting recruitment and enrollment
- Develop parent and student ambassador team (*A-Team*) for recruitment (*50 participants*)
- Create inclusive marketing strategies engaging diverse students, families, staff, and partners
- Increase annual student enrollment by 393%
- Increase monthly recruitment event attendance from 2–4 to 50+ prospective families
- Design promo presentations and videos for prospective community partners and families
- Design high-demand Open House strategy resulting in 100% real-time student registration
- Host Open House and partner presentations to secure in-person enrollment commitments
- Reduce enrollment attrition by 75% through conversion-focused messaging and CTA strategy
- Optimize the digital enrollment funnel and registration process to reduce attrition
- Lead public relations, partner, and family development
- Design, create, and implement graphic design and motion graphic videos
- Shift the target audience from “alternative” to “college-prep” recruitment

MAY 2015 – MAR 2017 | Chamber – Tacoma-Pierce County, WA | Public Relations & Communications Manager

- Hire, train, and lead new communications team — Referral Available: Jeff Soifer
- Rebrand organizational design, messaging, and brand treatment, strengthening brand identity
- Create award-winning, fully integrated marketing and communications campaigns
- Design, write copy for, and develop new website with SEO and web accessibility focus
- Built and optimized social media platforms to enhance digital engagement
- Design and execute social media campaigns with targeted audience strategy
- Grow Facebook reach from 200 to 19K per week through data-driven content strategy
- Overhaul business protocols and establish strategic marketing and communications plan
- Develop sales promo toolkit and highly customizable member directory for brand consistency
- Reconstruct RFP process, generating thousands in advertising and sponsorship revenue
- Reduce operational expenses by 65% through strategic resource budget planning
- Create advertising program and increase revenue stream by 105% with measurable ROI
- Lead corporate sponsorship sales, stakeholder relations, and marketing collateral development
- Publish weekly e-news communications to enhance transparency and engagement
- Design, script, narrate, produce, and edit video productions for storytelling and outreach
- Create high-level motion graphic PowerPoint presentations for executive communication
- Strengthen public relations through public speaking and media presentation events
- Reconstruct digital file and server protocols for workflow optimization
- Lead public relations, client, and community engagement initiatives, building trust and loyalty
- Integrate campaign strategies for event promotions, sponsorship lift, and recognition

OCT 2006 – DEC 2014 | World Vision & PlainJoe Studios – Federal Way, WA & Corona, CA | Marketing Specialist and Client/Partner Relations

World Vision and PlainJoe Studios significantly expanded my expertise across the areas outlined above. Below, I will outline additional roles and accomplishments specific to this position. In year seven, I transitioned from World Vision to PlainJoe Studios, a marketing agency, so I could focus solely on the major initiatives and projects we were implementing. Transparently, I've lived in Tacoma for almost my entire life, and while the California sunshine was wonderful, I couldn't bear being away from my family and well-established community, so I returned to Washington.

- Cross-Functional Team Leadership
Recruit, train, and lead high-performing staff, volunteers, and interns to achieve revenue goals
- Strategic Partner & Vendor Management
Build and maintain relationships with external agencies and vendors, optimizing ROI
- Corporate Training & Professional Development
Design and implement virtual online training program with performance tracking
- P&L Responsibility & Fiscal Oversight
Manage \$5.9M budget, leveraging government grants and ensuring fiscal accountability
- Demand Generation & Growth Marketing (*50K → 150 sponsored children in 3 years*)
Execute direct mail, fundraising, and sponsorship strategies, achieving 35% YTD growth
- Multi-Channel Market & Public Engagement Strategy
Serve as spokesperson for media interviews and coordinate on-air radio programming
- Digital Transformation & Marketing Automation
Execute B2B, retail, mobile, and iterative marketing campaigns using martech tools
- Omnichannel Cross-Functional Collaboration
Align with partners, agencies, and internal stakeholders on marketing and communications
- Experiential Influencer Trip Management & Radio Show Content Production
Coordinate domestic and international travel for media projects, and public engagement

Education & Professional Development

- Bachelor's Degree Equivalent: 20+ Years of Relevant Marketing & Communications Experience | Stadium High | Highline Community College | Genesis Real Estate
- Continuing Education: I’ve attended numerous in-person and online leadership and marketing workshops to remain at the forefront of the ever-changing marketing and communications landscape as well as diversity training. Highlights include: Business Writing & Communication Certification, Excel MOS, Collaboration in the Workplace, Excelling as a Leader/Supervisor, Finding Your Audience Marketing Certification, Get Employees into Their Sweet Spot Training Program, Strategic Thinking & Marketing, Developing Client Loyalty Course, Successful In-Store Events & Building Customer Relations, Project Management Certification.