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CARRIE DAVIS

MARKETING & COMMUNICATIONS PROFESSIONAL

With over two decades in integrated marketing, communications, and leadership, I bring a deep understanding of how clear, consistent messaging builds trust and drives engagement. My career has spanned nearly every facet of marketing and communications — 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.

Leadership is also a strong passion of mine. I thrive in collaborative environments where creative strategy meets community impact, and I'm eager to apply my experience to strengthen your company's commitment to transparency, effective communication, and community engagement.

SYNOPSIS OF SKILLS

TEAM LEADERSHIP & TRAINING

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

MARKETING & COMMUNICATION

Pressure 23

Pressure 23

Pressure 23

Pressure 24

Pressure 25

Press

GRAPHIC & WEB DESIGN

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

DIGITAL & SOCIAL MEDIA

RS SEO/SEM, UI/UX, web development, and social media strategy... including content creation, campaign management, and analytics to enhance digital engagement and accessibility.

VIDEO PRODUCTION

12 Creative direction and production of multimedia storytelling... including scripting, interviews, and cross-platform content development.

EVENTS & COMMUNITY ENGAGEMENT

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



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

I leverage over 20 years of strategic marketing leadership and integrated communications strategies for independent businesses and nonprofit clients. This includes overseeing digital transformation projects... uniting content creation, social media marketing and ads, SEO, and custom automated analytics to ensure measurable KPI and ROI. I partner directly with owners, founders, and executives to define go-to-market strategies, streamline workflows, and deliver sustainable growth through digital storytelling, social media and search engine ads, web development, and community engagement. I also fully design, write copy, and build marketing-focused, data-driven, UI/UX-optimized websites that strengthen brand identity, engagement, and lead conversion. As an extrovert, my primary objective in seeking employment is because I miss community interaction and working in a consistent team environment.

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
- Create digital marketing strategy 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
- Increased Facebook reach from 1,300 to 9,000, while also achieving 20% growth in engagement
- Develop and implement e-blasts and online newsletters
- Develop parent and student ambassador team (A-Team) for recruitment (50 participants)
- Build brand ambassador volunteer sign-up via mobile app

- Increase annual student recruitment by 393%
- Increase monthly open house attendance from 2-4 to 50+ attendees
- Design promo presentations and videos for prospective community partners and families
- Produce events and monthly Open House to increase brand awareness and recruitment
- Host Open House and partner presentations to secure real-time CTA commitment
- Reduced attrition by 75% by shifting from an 'asking' to a 'securing a spot' approach.
- Improve digital registration process to reduce attrition rates
- 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 org 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 online eAccessibility 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 dev
- 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
- Establish efficient digital file and server protocol reconstruction 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 catapulted my expertise in all of the areas mentioned 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 ($50K \rightarrow 150$ sponsored children in 3 years) Execute direct mail, fundraising, and sponsorship strategies, achieving 35% YTD growth
- Multichannel 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



- 20+ Years of Experience Equivalent to a Master of Science in Integrated Marketing Communications | Stadium High / Highline Community College / Genesis Real Estate
- Continued 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. 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.