

CAROLYN J. SHANK

PROFESSIONAL EXPERIENCE

Freelance Consultant, October 2008 to Present

- ◆ Design of Websites, Marketing & Promotional Material for variety of businesses.
 - ◆ website design and maintenance
 - ◆ design of e-newsletters
 - ◆ design brochures, flyers, business cards, banners and other promotional material

Freelance Consultant, October 2008 to May 2009

- ◆ Assist in course development for Dr. Richard Lamberski, professor of Communications Media, Indiana University of Pennsylvania.
 - ◆ writing manuals, study guides and web-based materials
 - ◆ research material for courses including books, videos and internet material
 - ◆ develop PowerPoint presentations

Marketing Coordinator, Mountain View Inn, October 2005 to January 2009 (*Previously Marketing Assistant, September 2003 to October 2005*)

- ◆ Design of all promotional materials for the Inn including flyers, brochures, guest manuals, newsletters and menus
- ◆ Write, design and coordinate distribution of e-newsletters
- ◆ Maintain website
- ◆ Maintain contact databases
- ◆ Design and placement of all advertisements
- ◆ Coordinate events including Holiday Craft Show, Bridal Show, Breakfast with Santa

Project Manager, Advertel, Inc., July 1, 2002 to July 3, 2003

- ◆ Coordinate and manage all aspects of the production department
- ◆ Write scripts for client "On-Hold" message productions
- ◆ Schedule new productions for recording
- ◆ Assist clients in technical questions regarding their leased on-hold equipment
- ◆ Oversee the recording sessions for productions

Consultant, Public Relations, AT&T Wireless, Pittsburgh, Pennsylvania, October 18, 1999 to June 12, 2002

- ◆ Assist in the coordination of the Charitable Givings program, Safe Schools Program and Disaster Phone program
- ◆ Assist in organizing employee meetings
- ◆ Assist in the coordination of American Red Cross Benefit

Consultant, Materials Development for Richard Lamberski, Indiana University of Pennsylvania, Department of Communications Media, Indiana, Pennsylvania, May 1999 to May 2004

- ◆ Assist on grant activities including:
 - ◆ proofreading content and providing recommendations on extensive webpages and documents
 - ◆ write news releases on grant activities
 - ◆ research materials
- ◆ Assist in course development including:
 - ◆ writing manuals, study guides and web-based materials
 - ◆ research material for courses including books, videos and internet material
 - ◆ develop PowerPoint presentations

UNIVERSITY EXPERIENCE

Internship with Big Science, Pittsburgh, Pennsylvania, May 26, 1998 to August 20, 1998 (full-time)

- ◆ wrote press releases and promotional letters
- ◆ worked with promotional material
- ◆ worked on updating and expanding client database (using Access)

Office Assistant and Materials Development for Dr. Richard Lamberski in the Department of Communications Media at the Indiana University of Pennsylvania, Indiana, Pennsylvania, March 1997 to May 1999.

- ◆ create PowerPoint presentations and web based materials for class, workshops and grant projects
- ◆ create brochures for internal and external clients (using PageMaker)
- ◆ write news releases for grant activities
- ◆ organize and help sustain multiple funded projects (personnel, budget, technical support) general office responsibilities (correspondence, filing, research)

EDUCATION

Indiana University of Pennsylvania (IUP) – September 1995 to May 1999

Graduated with cum laude honors

Bachelor of Science Degree – May 1999

Major – Communications Media

Overall QPA – 3.48/4.0

Major QPA – 3.7/4.0

COMPUTER EXPERIENCE

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| ◆ Macromedia Dreamweaver | ◆ Microsoft Publisher | ◆ Macromedia Flash |
| ◆ Microsoft Power Point | ◆ Internet Search Engine Skills | ◆ Adobe PageMaker |
| ◆ Microsoft Word | ◆ Microsoft Access | ◆ Macromedia Fireworks |
| ◆ Microsoft Excel | ◆ Adobe PhotoShop | ◆ Microsoft FrontPage |

SUPPORTIVE DOCUMENTATION

Portfolio available at interview; reference listing available upon request.