

CAROL EICHER

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DIGITAL AND PRINT DESIGN

- Email design and deployment, using Dreamweaver and text editor for design
- Create graphics with Illustrator and Photoshop to enhance digital communications
- Design print advertisements, marketing collateral, packaging, flyers, business cards using Illustrator, Photoshop and InDesign
- Construct new websites, using Dreamweaver, text editor, Wordpress, and direct upload via FTP.
- Update existing sites, including front-end design and back-end pricing and inventory data.

SOCIAL MEDIA AND CONTENT CREATION

- Create social media identities, and contribute compelling content.
- Compose copy for marketing brochures, ads, flyers, signage.
- Write and edit website content for continuity and engagement.
- Draft press releases for event publicity, along with flyers, signage, and social media postings.
- Generate descriptive copy for postings on Craigslist, Etsy, and eBay sales.

EVENT CREATION AND MANAGEMENT

- Planned corporate events on behalf of Manning Advisors: networking evening at The Standard Grill in New York, and a week of activities in New York for visiting Board of Directors of Oberg Industries.
 - Booked, organized and executed over 200 events in past year for Woodland Park Zoo.
 - Provided publicity, press, signage and email marketing for monthly Art Walk festivities at Chocolat Vitale.
 - Conceived and executed private screening and reception for Encore Magazine, in conjunction with Blue Note Records, PBS, Independent Lens, a local restaurant partner, and Brooklyn Academy of Music.
 - Fulfilled partnerships negotiated on behalf of The Village Voice with clients and sponsors, planned corporate presence at conventions and music festivals: booth, collateral, shipping, travel, and agenda. Negotiated space for holiday parties and other events for the company.
 - Served for three years as student president of University of Chicago Folk Festival, coordinating all details of this historic annual three-day public event. Engaged talent and executed four ticketed concerts and multiple free workshops, provided for artist transportation, hospitality and compensation, supervised volunteer staff, interacted with University departments.
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Carol Eicher marketing/design/socialmedia/events New York, NY and Seattle, WA; 2009 - Present

Sales and marketing consultant to small and medium sized businesses. Specialties include email marketing, web design and content management, events and public relations, social media awareness, print and interactive design. Representative clients: Chocolat Vitale (Seattle), Manning Advisors (New York), The Felix Organization (New York), several spas and salons, independent artists and artisans, and a new multi-cultural arts space.

Woodland Park Zoo Seattle, WA; 2011 - 2015

Event Production Assistant (part time). Conduct site visits, prepare client proposals and estimates, convert leads to bookings, and coordinate zoo resources to deliver memorable event experiences. Planning and execution of private and public events.

Encore Magazine New York, NY; 2006 – 2009

Senior Arts Account Executive for arts publication and website with New York, Boston and Los Angeles editions.

Citi Habitats Inc. New York, NY; 2005 – 2006

Licensed Real Estate Agent

The Village Voice New York, NY; 1990 – 2004

Senior Entertainment Advertising Account Executive; directed sales for high-volume entertainment territory.

EDUCATION: B.A., University of Chicago; Chicago, Illinois. Major in English Language and Literature, Dean's List

CONTINUING EDUCATION: Graphic Design: School of Visual Arts, School of Visual Concepts; Marketing, New York University; Studio Art, Cooper Union; Esalen Institute; New York Real Estate Institute.

TECHNICAL PROFICIENCIES: Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver, InDesign, Flash); Web and Email content management, HTML5/CSS3; Social Media; MS Office Suite; Mac/PC fluent.