

CAROLINE THOMPSON

Contact

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Website

carolinethompsondesign.com

Education

Stonehill College | Easton, MA
B.A. Graphic Design & Business
2012 – 2016

Technical skills

Hootsuite
Instagram
Facebook
LinkedIn
Twitter
Google Analytics
Salesforce
HubSpot
WordPress
Facebook Ads
Mailchimp
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Google Suite
Microsoft Office Suite

Experience

Social Media Manager | Toast

Boston, MA | August 2019 – April 2020

- Designed and led social strategy that grew traffic from social by 136% YoY and increased social-sourced marketing leads by an average of 101%
- Developed a robust content structure by channel, leading the creative direction, community management process, and cross-departmental campaigns
- Structured social selling program and led monthly Sales team trainings with best practices on setting up and utilizing social accounts for prospecting
- Launched and managed social channels (Facebook, Instagram, and Twitter) and supporting partnership campaigns with American Express and Pepsi for 'Rally for Restaurants' (Toast's initiative to support restaurants during the COVID-19 crisis), resulting in the majority of site traffic (34%) to the newly launched campaign website and recognition by influencers such as Bob Saget and Marc Benioff
- Designed and managed 'Rally for Restaurants' user-generated content challenge, generating over 800 qualified entries, nearly 4,000 hashtags on Instagram, and 80,000 impressions over a three-week period

Associate Marketing Manager | coUrbanize

Boston, MA | October 2018 – August 2019

- Executed B2B marketing strategy that generated \$217,000 in new revenue over 4 months
- Led social media strategy and grew overall following by 20%
- Worked cross-functionally to develop content that positioned coUrbanize as a leader in the CRE industry
- Designed all marketing collateral in support of content and product-led campaigns using Adobe Creative Suite
- Directed community engagement strategy to drive customer success on coUrbanize platform
- Developed company's new hire onboarding process and launched new team culture initiative

Creative Marketing Specialist, Graphic Designer | Buildium

Boston, MA | June 2016 – October 2018

- Developed and managed Buildium's new podcast, The Property Manager Podcast
- Modernized design strategy to compete with leading industry players and executed visual brand refresh across all channels
- Developed successful creative solutions mapping to demand generation goals and increasing brand awareness through regional events and content campaigns