DIRECTOR OF MARKETING & COMMUNICATIONS

CAROLINE
SCHIBEL

CONTACT

+(509) 703-3055

cf.schibel@gmail.com

carolineschibel.squarespace.com

Spokane, WA

EXPERTISE

// PROFESSIONAL

- Marketing Campaigns
- Communication
- Leadership
- Creativity & Design
- Budgeting
- Critical Thinking
- Project & Time Management
- Brand Identity
- Art Direction

// PROGRAMS

- Illustrator
- InDesign
- Photoshop
- Premiere Rush
- Microsoft Word, Excel, and Powerpoint
- Canva
- Project Management Systems
- CRM Database
- CMS

PROFILE

With 17+ years of experience in the design and marketing industry, I bring an acclaimed understanding of effective marketing and visual strategies. Trained to research, interpret an audience, and stay up to date with current marketing trends, I am intuitive, and build a memorable experience to engage and retain clients effectively.

WORK EXPERIENCE

DIRECTOR OF MARKETING & COMMUNICATIONS
Habitat for Humanity-Spokane / 2019 - Current

Pivotal in spearheading the marketing and communications department focusing on substantial growth for their donors, sponsors, volunteers, and community by connecting with supporters through storytelling, events, and relationship building.

- ✓ Build annual marketing calendars & campaigns for five different departments
- ✓ Oversee and create all marketing, communication, and design pieces for email, digital, direct mail, press releases, TV, print, radio, and social media
- ✓ Create and adhere to an annual marketing budget
- ✓ Hire, train, motivate, and retain staff, temps, and interns (team of 6)
- ✓ Direct and prepare staff and clients for news interviews/videos for fundraisers
- ✓ Write press releases, interview questions, and scripts for videos
- ✓ Manage all Habitat events including an annual fundraising luncheon for over 450 people (help create the theme and set the tone for all events)
- ✓ Design quarterly newsletters for print and digital distribution
- ✓ Manage CRM and list segmentation for all campaigns
- ✓ Build relationships with clients, vendors, and staff to ensure success

OWNER - CF.SCHIBEL DESIGN
2015 - 2019

For four years, I freelanced as a graphic artist and photographer. From crafting visually stunning concepts, brands, and websites, to managing client relationships and overseeing all operations, I made sure I aligned with my client's vision to deliver high-quality products.

- ✓ Developed visual brand concepts that aligned with client identity
- ✓ Designed websites, business collateral, and additional products
- ✓ Executed a wide range of design projects, consistently meeting tight deadlines.
- ✓ Captured high-quality photographs and managed post-production processes
- ✓ Maintained and organized a comprehensive portfolio
- ✓ Marketed business to increase growth

CAROLINE
SCHIBEL

VIEW MY PORTFOLIO

EDUCATION+

2008
ASSOCIATES DEGREE
Spokane Falls Community College
Color and Design, Film Photography, Interior Design, Sketching, Film, History of Art

2021
BLACKBAUD RAISER'S EDGE NXT
CRM Fundamentals Courses

2023
DEI & IDI TRAINING
IDI Assessments

WORK EXPERIENCE Cont.

MARKETING MANAGER
Cobra BEC - 2012-2015

As the Marketing Manager at Cobra BEC, I spearheaded a comprehensive visual strategy that included:

- ✓ Photographing completed construction projects to add to their website
- ✓ Designing quarterly newsletters
- ✓ Designing and ordering business cards
- ✓ Designing and updating their website
- ✓ Creating fillable company forms
- ✓ Ensuring all company communication was cohesive
- ✓ Conceptualizing the logo for the company's fleet of trucks
- ✓ Overseeing the creation of a professional clothing line

REFERENCES:

Mary McDirmid
Founder - Special Needs Financial Planner
Managing Director at Mass Mutual Northwest
P: (509) 844-5637 | E: mary.mcdirmid@gmail.com

Julie Delaney
Director of Strategic Partnerships & Host of Inland Life for KREM TV
P: (509) 309-9698 | E: jdelaney@krem.com

Mitch Silver
Owner - Silver Auctions
P: (509) 844-3344 | E: mitchcs@gmail.com