

Caroline Tubbs

Creative Director & Artist with 17 years of experience
steering visual strategy, illustration, photography,
and multi-platform storytelling.

EXPERIENCE

Marketing Manager

Honor Credit Union, Berrien Springs, MI
October 2022 - Present

Manage illustrators, photographers, and video teams and vendors. Maintain brand & layout systems across digital and print touchpoints.

Director of Admissions & Recruitment

Lake Michigan College, Benton Harbor, MI
September 2021 - October 2022

Responsible for the leadership, direction, and supervision of new and returning student recruitment and admissions operations.

Multimedia Marketing Coordinator

Lake Michigan College, Benton Harbor, MI
October 2015 - September 2021

Coordinated creative campaigns, recruitment publication design, and produced multimedia deliverables.

Videographer/Special Event Producer

Beloit College, Beloit, WI
August 2013 - October 2015

Created marketing videos and offered A/V support and live streaming services for college-wide events.

Multimedia Assistant

Smart Interactive Media Inc., Cedarburg, WI
August 2012 - August 2013

Edited video, created storyboards, and executed creative assets across digital, social, and experiential channels.

REFERENCES

Honor Credit Union, Nate Springer: 269-930-0538

Lake Michigan College, Kristopher Zook: 908-902-2893

Beloit College, Amanda Frisbee: 815-721-9093

SKILLS

- Design & Typography Systems
- Multidisciplinary Creative Skills (Design, Illustration, Photography, Video)
- Art Commissioning & Talent Direction
- Cross-Functional Collaboration & Mentorship
- Creative Operations & Workflows
- Adobe Creative Cloud (Illustrator, Premiere, Photoshop, After Effects, InDesign)

EDUCATION

Bachelor's Degree, Major in Multimedia and Minor in Mass Communication

Concordia University Wisconsin,
Mequon, WI, August 2011 - May 2013

Associate Degree in Digital Media Technology

Northeast Wisconsin Technical College,
Green Bay, WI, August 2009 - May 2011

CONTACT & PORTFOLIO

Click here to view portfolio at
designedforhistory.com.

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