### Caroline Favole

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##### Dynamic Production Manager

**Content Marketing | Project Management | Implementation**

Knowledgeable professional specializing in Customer Relations and Communications with experience in all facets of project coordination, content development, and video production within various environments. Skilled in collaborating with various members of the organization to achieve business and production objectives. Highly adept at increasing social media engagement and retention, improving client success, and enhancing product quality by utilizing a variety of software and proactively leading the implementation of significant projects.

**Areas of Expertise**

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| * Customer Service
* Relationship Building
* Business Development
* Cross-Functional Collaboration
* Leadership & Communication
 | * Compliance Auditing
* Team Management
* Project Execution
* Client Demonstrations
* Workflow Procedures
 | * Content Marketing
* IT Support
* Provide Product Support
* Issue Report Log Maintenance
* Salesforce Administration
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# PROFESSIONAL EXPERIENCE

 **CARI FAVOLE VOICEOVERS** Snellville, GA2014 – Present

***Voice Over Artist and Content Creator***

* Deliver voice-over services across multiple genres, including telephony, eLearning, commercials, and narration.
* Operate audio editing software to generate high-quality products for clients.
* Fabricate videos through video editing software as content for digital marketing and social media growth.
* Present entertaining and educational content through easily consumable mediums.

 **Accreditation Commission for Education in Nursing,** Buckhead, GA 2021 – 2022

***Marketing Communications Specialist***

* Design, develop, and execute marketing communications campaigns and plans, including content for print, websites, social media, and email. Manage the publishing of the ACEN newsletter, Reports to Constituents, and other printed and electronic publications. Conceptualize, design, and develop program materials for forums, workshops, exhibits, and presentations and supporting graphics, audio/video, and other media components.
* Copyedit and proofread internal and external mass communications for consistency of messaging. Ensure proper use and compliance to ACEN communication standards for internal and external publications, messaging, and branding. Maintain and manage library of communication assets, copyrights, trademarks, and registrations.
* Research, collect, organize, and perform ad-hoc reports for outreach opportunities to maintain information for identified target markets and specialty groups. Develop a social media strategic plan for content development with scheduled postings. Collect, analyze, and report data on effectiveness of executed campaigns and strategies.
* Maintain and optimize the ACEN website, including content and asset management, ensuring currency, accuracy of information, and increasing quality and website traffic through SEO.

 **9Catholic Charities Atlanta,** Smyrna, GA 2020 – 2021

***Engagement Marketing Manager***

* Manage all aspects of marketing and communications for the organization including press releases, public statements, collateral materials, program flyers, and event invitations.
* Use strategic content marketing to engage supporters and connect with grantors in meaningful interactions.
* Lead the planning and execution of fundraising event efforts and media campaigns to raise $1,245,000 of the annual departmental goal of $1,900,000.
* Assist in the development of Marketing budget and the creation of the Strategic Marketing Plan.
* Provide analytic metrics and directly report to the Board of Directors and CEO.
* Manage all website updates and assist with basic IT needs such as Zoom Webinars and Conference Room tech.
* To download Marketing Portfolio, visit: <https://www.carifavole.com/creative-writing>

 **LEGAL TECHNOLOGY SERVICES,** Loganville, GA 2019 – 2020

***Production Assistant***

* Spearheaded all production and shipping processes to provide products and services to clients in a timely manner; answered routine questions generating new service leads.
* Aligned transcripts to depositions for attorney use in mediations and trials by using TimeCoderPro; utilized Adobe Premiere Pro and Trial Director to edit footage from recordings and depositions for use in trial.
* Applied high-quality communication skills when answering customer inquiries over phone and email; attended conferences to review and discuss services with prospective clients.
* Participated in meetings with lawyers to discuss a variety of techniques to enhance processes and transcripts; streamlined procedures and generated documentation for approval and use in training.

 **CRISP VIDEO GROUP,** Atlanta, GA 2018 – 2019

***Project Manager***

* Responsible for liaising between clients and the cinematographer; developed production booklets and storyboards based on client needs while providing deliverables on time.
* Coordinated ongoing video campaigns and reviewed edits to ensure client satisfaction; organized weekly creative meetings with clients and cinematographers to collaborate on content creation.
* Utilized upselling sales techniques and service knowledge to encourage customers to purchase more expensive items, upgrades, or other add-ons to generate revenue and influence client retention.

**MCNE STUDIOS,** Alpharetta, GA 2017 – 2018

***Project Manager & Content Creator***

* Served as the Writer, Producer, and Performer on a YouTube series called "Naiah and Elli Doll Show" which averaged 1M views per episode, with the most popular hitting 11M.
* Successfully transcribed scripts, filmed and performed scenes, assisted with edits, and provided voice-over.
* Demonstrated success in creating and developing the Doll Show, resulting in additional employees being hired to form a team for the production.
* Operated as the Creative Director and Associate Producer for children’s content; directed a team of 3 in pre-production, production, and post-production processes.

**POSSIBLENOW**, Duluth, GA 2015 – 2017

***Client Success Manager (2017)***

* Oversaw the scheduling of meetings and organization of implementation tasks; composed weekly and monthly health status reports for client assessments, while mediating between the client and company.
* Engaged with clients to troubleshoot software issues and escalated for quick recovery.
* Enhanced various processes and developed documentation that was approved and used in training.

***Support Engineer (2015-2017)***

* Effectively developed and implemented documentation for workflow procedures, maintained daily issue log reports, and collaborated with various teams, including sales, operations, and development.
* Offered product support to customers, partners, and consultants in compliance with procedures; efficiently resolved problems with varying levels of complexity.
* Actively uploaded daily files from the National DNC Registry, Canadian National, and NeuStar lists for customers nationwide; executed monthly and quarterly director reports and audits for clients.

**COMPLIANCE POINT**, Duluth, GA 2013 – 2015

***Employment Verification Administrator***

* Acted as the lead for audit reporting for two clients; maintained confidentiality of sensitive information and assisted colleagues with overflow records and revisits.
* Performed recorded phone calls when clarifications were necessary and answered incoming calls; verified post-graduate records sent by partnering schools for accreditation purposes.
* Charged with running the monthly hygiene report in Excel Macro; trained personnel on generating reports.
* Headed a special calling campaign and achieved 300 records in one day, double the average of 150.

# EDUCATION & CREDENTIALS

**Bachelor of Fine Arts in Theatre/Performing Arts**, The University of Georgia

**Professional Development**: Learning Salesforce Admin, LinkedIn | The Complete Salesforce Classic Administration Certification, Udemy | Learning Zoom, LinkedIn | Managing Stress, LinkedIn | Microsoft Office Specialist, Microsoft | Certificate of Accreditation as a Mindfulness-Based Cognitive Therapy Practitioner, Udemy | Powerful Storytelling for Virtual Fundraisers, Georgia Center for Nonprofits

# TECHNICAL SKILLS

ACTIVE Advantage | Adobe Acrobat Pro | Adobe Audition CC | Adobe Photoshop | Adobe Premiere Pro | Audacity | Buzzsprout | Canva | Celtx | DNC Solution | Facebook | Final Cut Pro | Garage Band | Google Analytics | Google Calendar | Graphic Design | HootSuite | HubSpot | Instagram | JotForm | JustGiving | LinkedIn | Maestro | Mac OS | Mail Chimp | Microsoft 365 | Microsoft Access | Microsoft Dynamics CRM | Microsoft Excel | Microsoft Outlook | Microsoft Word | MyPreferences | OneCause | Picmonkey | Postage Meter Operation | PowerPoint | ProTools | QuickBooks | Rest API | Salesforce | Slack | SOAP | Social Media Platforms | Spiral Binding | Splunk | Survey Monkey | Raiser’s Edge NXT | Sound Forge | SmugMug | TimeCoderPro | Trello | Trial Director | Twitter | UPS Shipping App | Windows OS | Wix | WordPress | YouTube | ZOHO | Zoom