

CAROL WEATHERSBEE

REMOTE OR FREELANCE
MARKETING PROFESSIONAL

February 23, 2024

RE: Remote OR Freelance Marketing

Hello, Promo Professionals -

Can your business benefit from a seasoned print + promo marketing professional to support its team?

The answer is YES if you rely on marketing tactics versus a well-defined strategy.

As a former CAS print + promo distributor of 15 years who is now a freelance marketer, I have the perfect blend of expertise and skills to help you achieve results through strategic integrated marketing endeavors.

My marketing talents extend from print + promo to writing case studies, blogging, content creation, and copywriting. As a freelancer, I offer project-based or monthly-hour commitments, providing flexibility to your team.

My key strengths are strong communication, commitment, and creativity. I am laser-focused, self-disciplined, and organized, making me an ideal addition to your team.

With a positive approach, I thrive on the challenge of harnessing the power of promotional products while integrating other marketing platforms to develop creative yet effective marketing campaigns that deliver results.

If you'd like to discuss this, feel free to contact me by email at cweathersbee@tcbeeinc.com or by phone at 813-546-1645.

Thank you for considering my attached resume. Let's get to work creating the buzz around your brand!

All the best,



Carol Weathersbee

CAROL WEATHERSBEE

FREELANCE MARKETING PROFESSIONAL

CONTACT



813-546-1645



cweathersbee@tcbeeinc.com



Plant City, FL 33566

SELECT CAREER HIGHLIGHTS

SIP, SIP HOORAY!

TC BEE INC

This whimsical marketing campaign helped a local restaurant reach its goal of reducing the usage of plastic straws by 50% in just 3 short months

FORTIFIED WITH POSITIVITY

TC BEE INC

A clever campaign that launched the grand opening of a co-work office space successfully achieving brand awareness and onboarding new cowork memberships

SEALED WITH A KISS

CROWN SHIRTS INC

Adding a lipstick "kiss" to a t-shirt design boosted fundraising sales for an international non-profit that enriches women's lives through cancer research and ending domestic violence

AGRICULTURE IN BIBLE TIMES

BERRY PUBLICATIONS

A biblical archaeological museum in Georgia gained viral attention from my article focusing on agriculture of ancient times

SUMMARY

Creative brand enthusiast with 15 years' experience of solving marketing challenges using print and promo specialties. Proven ability to attract, retain, and develop new clientele through sales and strategic marketing.

EXPERIENCE

PROMOTIONAL MARKETING, ENTREPRENEUR

TC BEE INC

2016 - 2021

A promotional marketing business that assisted local companies in building brands through the creative use of print and promotional products.

- Developed and implemented creative marketing campaigns boosting clients' brand awareness, new client acquisition, expand target audiences, and enhance sales
- Responsible for quoting, sourcing, inventory awareness, and staying abreast of new trends
- Generate creative presentations specific to each client's needs using Sage and PowerPoint
- Identify new accounts through intentional relational interactions
- Managed all aspects of my business including marketing, sales, client management, project management, business networking, presentations, office management, and accounting responsibilities

SALES EXECUTIVE

Computer Merchandise Corporation (CMC)

2015 - 2016




A B2B distributor of business forms, print and promotional products, integrated marketing services, and office furniture

- Responsible for territory sales and lead generation
- Identified cutting-edge opportunities and successfully developed lead generation targeting a niche audience
- Reignited the furniture sales arm of this business through new account development by identifying the needs of businesses
- Contributing writer to the company blog which enhanced CMC's online presence by increasing traffic to their website and social media pages

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SKILLS

- Creative Marketing
- Communication
- Relationship Building
- Blogging
- Copywriter
- Content Creator
- Pinterest Marketing Manager
- SEO
- Chat GPT

RECOGNITION

PPAI PYRAMID NOMINEE (2X)
2017 | 2019

PPB MAGAZINE

Professional Contribution | 2017 - 2020
My expert advice was recognized and published multiple times in this national promo industry magazine

CERTIFICATIONS

- Freelance University
- Certified Advertising Specialist (CAS)
- Product Safety Ambassador
- Canva Certificate of Completing 1,000+ projects

EXPERIENCE (continued)

ENTREPRENEUR

Crown Shirts Inc. 2006 - 2015

A decorated apparel company specializing in screen printing and embroidery used for marketing and fundraising

- Collaborated with national and local graphic artists to create and execute each client's unique vision
- Dubbed the "extreme t-shirt makeover" company for its creative designs which maximized fundraising efforts for organizations and enhanced marketing for businesses
- Efficiently managed all aspects of my business including marketing, sales, client management, project management, business networking, presentations, office management and accounting responsibilities

FREELANCE WRITER

Berry Publications, Inc 2008 - 2010

A local publisher focused on agricultural related news

- Developed a rich base of community relationships to discover interesting agricultural stories within the community
- Wrote engaging articles and provided corresponding photographs of agricultural subjects and events
- Through written word, my articles boasted the real-life experiences of folks in this industry and created buzz and traffic to locations and events

ADDITIONAL PROFESSIONAL EXPERIENCE

Available Upon Request

I'VE GOT IT!

YES! I've got the perfect blend of expertise and skills needed to boost your integrated marketing endeavors! I'm a former 15-year CAS distributor turned freelance marketing professional specializing in:

- ★ Blogging
- ★ Copywriting
- ★ Content Creation
- ★ Case Studies
- ★ Creative Consulting

supporting all promotional products professionals

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