

# CAROLYN DAVIDSON

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## CONTACT

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☎ 310-989-2111  
✉ [carolynrichardsdavidson@gmail.com](mailto:carolynrichardsdavidson@gmail.com)  
🏠 8000 Uptown Ave. F3033, Broomfield, CO  
in [Linkedin.com/in/carolyn-davidson-jour](https://www.linkedin.com/in/carolyn-davidson-jour)  
💻 [CarolynDavidson.Net](http://CarolynDavidson.Net)

## EDUCATION

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UNIVERSITY OF COLORADO, BOULDER | 2013-2017  
B.S. in Journalism, News-Editorial  
AFS in Art History

CAPA LONDON  
Focus in Art History & Media | Spring 2016

## SKILLS

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Adobe Creative Suite: Indesign, Photoshop  
Google Ads  
Google Analytics  
Email marketing: a/b testing, Mailchimp, Klaviyo  
Website platforms: Wordpress, Shopify  
Copywriting, writing SEO-friendly copy, AP Style, Chicago MLA  
Social Media: Instagram, Pinterest, Facebook, LinkedIn, Twitter | Creating social media campaigns, ad campaigns, and affiliate programs  
Customer relations | CRM Experience: Prosperworks/Copper

## REFERENCES

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Matt Hyde  
[Matt@CatalystLaw.com](mailto:Matt@CatalystLaw.com)  
Dana Lapinel  
[Dana@MileHiModern.com](mailto:Dana@MileHiModern.com)  
Jeff Fierberg  
[Jeff@Sora.Digital](mailto:Jeff@Sora.Digital)

## PROFESSIONAL EXPERIENCE

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### JUNIPER BOOKS

**MARKETING ASSISTANT** 12/17-12/18 | **MARKETING MANAGER** 1/1/19 - Present

#### EMAIL MARKETING

Conceptualize, write, and create weekly email campaigns and quarterly website headers to coincide with marketing plans and promotions  
Utilize a/b testing to optimize campaign effectiveness  
Track campaign effectiveness through Google Analytics  
Increased newsletter subscriptions by 23%

#### SOCIAL MEDIA AND COMMUNICATION

Conceptualize and analyze promotions on social media platforms  
Organized and facilitated a partnership with influencers for the Holiday 2018 marketing campaign, "Better Together"  
Facilitated a partnership with Eva Chen on Instagram that led to a feature on the Instagram-owned @Shop page

Increased the @JuniperBooks Instagram following by 25k+ followers  
Conceptualized and created an affiliate program for the Fall/Winter 2019 season  
Content creation and copywriting for annual print catalog and other direct mailers

#### ANALYTICS

Contribute to the analysis of website performance and promotion performance through Google Analytics, MailChimp Analytics, Klaviyo Analytics, and Facebook Analytics

#### WEBSITE MAINTENANCE

Create webpages for new products, write copy for all new products, track product inventory on [juniperbooks.com](http://juniperbooks.com)

Create and change homepage header and subheader features

#### PRODUCT DEVELOPMENT

Identify gaps in product offerings, conceptualize book set and help to research titles for new products development

#### MANAGEMENT

Manage contract employees, including PR liaison, photographers, and web developers

### 5280 MAGAZINE

**EDITORIAL INTERN**, JAN. 2018 - MAY 2018

Solely responsible for fact-checking the entirety of the food section of 5280's monthly print publication  
Maintained the online Dining Guide at [5280.com](http://5280.com), a comprehensive guide to food & drink in the Denver Metro area  
Pitched and wrote articles about the goings-on in Denver's food scene for 5280's website.

### LIFESTYLE PUBLICATIONS, BOULDER LIFESTYLE MAGAZINE

**EDITORIAL ASSISTANT**, MAY 2017 - DECEMBER 2017

Wrote articles and curated content for FOB, online-specific content, and print production of two magazines with different readerships  
Copy-edited and fact-checked pieces from freelance writers  
Conceptualized and coordinated photo shoots for large-scale editorial spreads

### FREELANCE CONTRIBUTOR | JANUARY 2018 - PRESENT

Pitch and write 1-3 articles a month that pertain to local interest

### DENVER ART MUSEUM

**CONTENT INTERN**, MAY 2017 - AUGUST 2017

Created content about the museum and upcoming exhibitions for the Denver Art Museum's blog and the membership magazine, *On and Off the Wall*  
Collaborated with the Marketing Department to contribute to the marketing plans for upcoming exhibitions  
Wrote the most clicked article of summer 2017: *7 Fun Things to do at the DAM with Kids this Summer*