

Caroline Abels



Digital Creation & Marketing Specialist

Caraline

A B E L S

DESIGN & MARKETING SPECIALIST



SKILLS

- Committed Team Player
- Data entry and analytics
- Copywriting
- Adobe Photoshop, Illustrator and InDesign
- Organized and efficient
- Microsoft Office
- Public speaking
- Content Creation

CONTACT

Number
(225) 454-0746

Email
caraline.abels@gmail.com

PERSONAL PROFILE

I am a marketing professional with experience in design, copywriting, and analytics. I am looking to obtain a position in the marketing industry with a challenging company that offers me the possibility of professional growth and career advancement opportunities.

ACADEMIC BACKGROUND

Hootsuite Certification 2018

Southeastern Louisiana University

Hammond, LA • Current

B.A: Marketing, Graphic Design

M.A: Organizational Communications

Major Projects

- Digital Marketing campaign for Colson & Joe;
- Designing/Implementing an Advertising campaign for Gnarly Barley Brewery and Hammond Downtown District's Farmers Market
- Provided Marketing Research analytics and presentation for Forbes Farms Subdivision

PROFESSIONAL EXPERIENCE

Marketing Coordinator

2020 Paradise on Columbia Med Spa

- Created social campaigns, including brand ambassador program
- Created monthly newsletter through MailChimp
- Creation of print design such as flyers, cards, etc.
- Maintain website with accurate and up-to-date information
- Wrote monthly blog posts on services
- Digital Advertising campaigns on social media
- Provide weekly data analytics to measure performance

Marketing Intern

2018-2019 Northshore Housing Initiative

- Create engaging social media content and monthly outline
- Creation of flyers, brochures, graphics to promote non-profit
- Maintain website with accurate and up-to-date information
- Recruit potential members by informing public through presentation of program
- Assist Executive Director by providing fresh ideas and managing office

Marketing Intern

2018 St. Tammany Chamber of Commerce

- Assists Membership Director with data entry
- Assemble new member, prospect, and relocation packets
- Develop content for distribution to members and media
- Submit calendar of events to local media, on a monthly basis
- Maintain media files and track public relations activities for monthly reports

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Fleur de Lis Dental



A cartoon illustration of a tooth with a sad face and closed eyes. It has several brown coffee stains on its surface. The tooth is standing on a small blue oval base.

Fleur De Lis
DENTAL CARE

COFFEE STAINS

**ANNUAL DENTIST APPOINTMENTS
PREVENT STAINS AND WHITENS
THE TEETH!** 



A woman with long dark hair, smiling, wearing a blue denim jumpsuit over a black top. She is standing against a solid yellow background.

Fleur De Lis
DENTAL CARE

**PICTURE
PERFECT
SMILES**
Everytime



A photograph of a modern dental office interior, showing reception desks, waiting areas, and treatment rooms with dental equipment.

“

★★★★★

This is my favorite place to go and get my teeth taken care of. They're very professional and their work is high quality. The staff is super nice and friendly. Dr. Jon is thorough, efficient and personable. This is the only place I trust with my dental needs.

Jessica Peck

Fleur De Lis
DENTAL CARE

”

Causeway Coin Company



PAY DAY FRIDAY!
**"WE'RE GONNA PAY YOU
MORE!"**

Southeastern Louisiana Uni.



EMPLOYERS HIRING ALL MAJORS AT

SOUTHEASTERN LOUISIANA UNIVERSITY

V
I
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A
L

**CAREER
FAIR 2020**

**Wednesday, October 14
10am - 3pm**



REGISTER & SCHEDULE WITH

 Handshake

Southeastern Louisiana Uni.

Reminder

Spring 2021 Advising begins October 26
through November 12. Priority
Registration begins November 9th!

Have you made an appointment yet?

Who is my advisor?

A-E



Larshell Green

F-J



Caraline Abels

K-R



Sarah Cooper

S-Z



Hayden Kimball

Southeastern Louisiana Uni.



Black Play-By-Play Broadcaster Grant and Scholarship Fund Launches Scholarship Fund

A scholarship and mentorship program has been launched in order to create a more diverse broadcast industry!

- * **Qualifications:** Current black undergraduate or graduate students with interest in pursuing a career in sports play-by-play.
- * **To Apply:** Go to www.blackpxpfund.com/scholarships for more information on how to apply for a scholarship. Applications will be accepted through November 15, 2020 with winners selected in December 2020 for the Spring 2021 semester. Reach out to Adam Giardino (President/Founder) at blackpxpfund@gmail.com with any additional questions.



Louisiana Association of Broadcasters Scholarship Fund

Students studying broadcasting, mass communication, broadcast engineering or journalism major have a chance to win up to \$4,000 in scholarships

- * Two students enrolled full-time in a broadcast, mass communication, or related curriculum at a Louisiana four year college will receive equivalent to \$2,000 per semester, totalling \$4,000 for the academic year.
- * **Qualifications:** students must be a freshman, sophomore or junior. Seniors may apply, but check will be made payable to school, or, if graduating, towards student loan. Students must maintain a minimum GPA of 2.5 and will need to submit three letters of recommendation from a college professor, broadcaster and/or other business person.
- * **To Apply:** Visit broadcasters.org/broadcast-scholarship-program to apply. Submission for applications open November 2nd, 2020 and the deadline is January 29th, 2021 at 5:00pm. Students are encouraged to act now and start on their application!

Contact Laura Smith at laura@broadcasters.org or (225) 267-4522 for any questions



BLACKXPXFUND.COM



@BLACKXPXFUND



@BLACKXPXFUND



BROADCASTERS.ORG

Paradise on Columbia

**BOO-TOX!
WEEK**

OCT. 12 - 15

**EVEN GHOSTS
GET WRINKLES.
LET US "SPOOK"
THEM OUT!**



**CLUB PARADISE MEMBERS
RECEIVE \$9/UNIT (REG. \$12)**


PARADISE ON COLUMBIA
MED SPA

PARADISE MEMBERS ENJOY \$9/UNIT (REG. \$12)!

**November
Botox Week!**

Monday thru Thursday
November 9th - 12th



How Stress Effects Your Skin

- ☆ Causes your body to make a hormone called cortisol, which tells glands in your skin to make more oil, causing breakouts.
- ☆ Can aggravate psoriasis, rosacea, and eczema.
- ☆ If you're stressed, you might skip parts of your skin routine, which can aggravate skin issues.
- ☆ Those that suffer from chronic stress may also be susceptible to cellular aging, which slows down the renewal of your skin.

How To Ease Effects of Stress

- ☆ Get enough sleep. 7 to 8 hours each night is ideal.
- ☆ Don't neglect your skin. Take care of it, even if you're tired or stressed.
- ☆ Get regular exercise. It's good for your skin and the rest of your body.
- ☆ Take time for yourself to do something you enjoy like reading a book or enjoy a relaxing bath.


PARADISE ON COLUMBIA
MED SPA

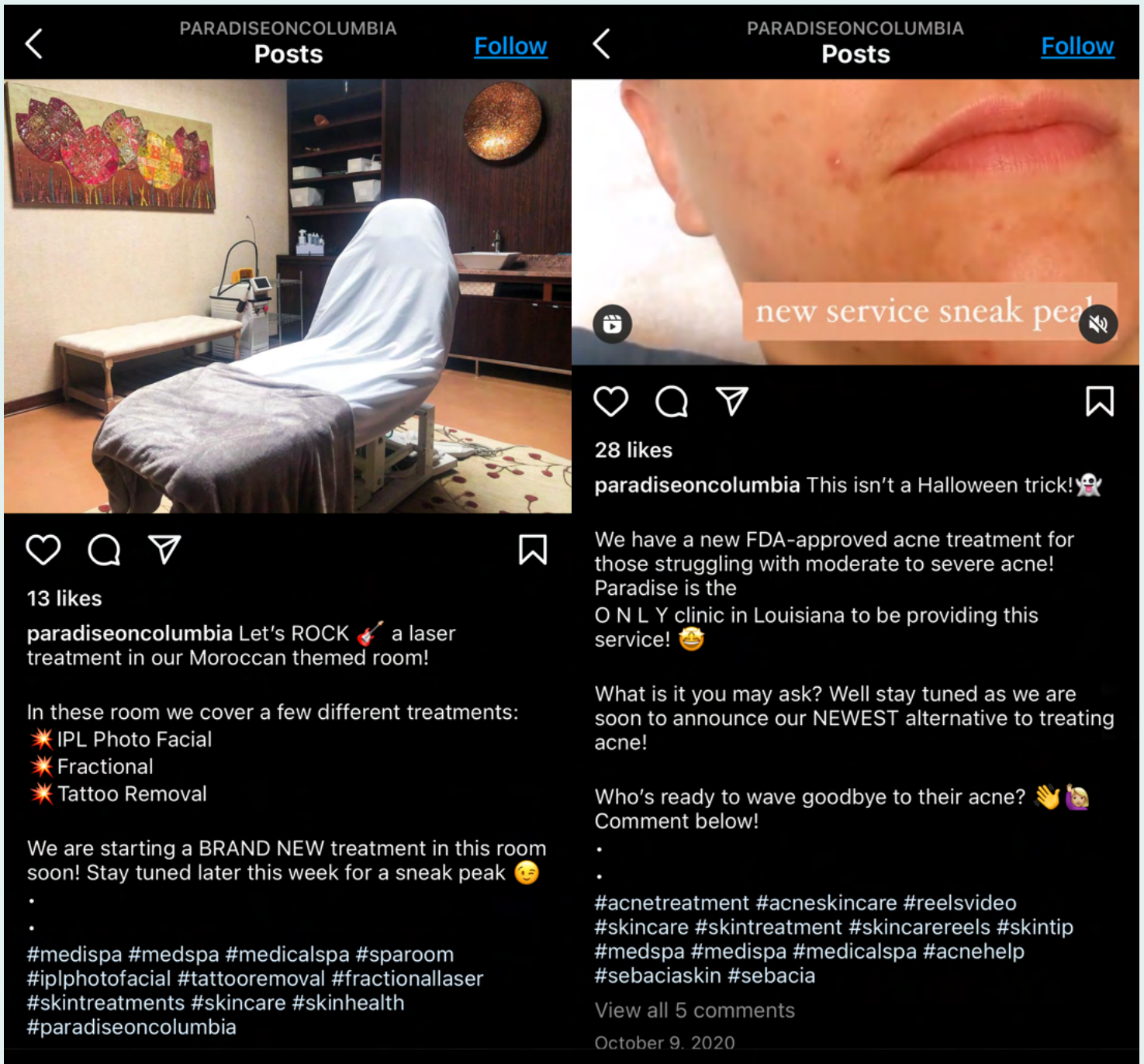
**BOTOX
Week**

OCTOBER 12 THRU 15

Club Paradise Members enjoy Botox at \$9/unit (reg.\$12)!

Book yours soon! (985) 892-8876

Copywriting




Copywriting

PARADISEONCOLUMBIA

Posts


Follow



PARADISEONCOLUMBIA

Posts

Follow



16 likes

paradiseoncolumbia OCTOBER 🍂 SPECIAL

Our 🕸 Spook-tacular 🕸 bundle for October is The Go & Glow Facial with a **FREE ZO exfoliator!** 🎁

After receiving the Go & Glow, customers get the choice between travel-sized **ZO Exfoliator Polish** or **ZO Dual Action Scrub**.

If you're acne prone or extra oily, the **Dual Action Scrub** is for you! If you're normal to dry skin, the **Exfoliator Polish** is perfect.

Don't miss out on your free gift! 🎁

15 likes

paradiseoncolumbia IS SEBACIA RIGHT FOR ME? 🤔

Our new acne treatment is ideal for those who:

- ✓ Have moderate to severe acne
- ✓ Have tried oral acne medications (ex: Accutane, oral antibiotics or isotretinoin)
- ✓ Want long lasting results

We offer F R E E consultations so give us a call 📞 or click the link in our bio to find out more! ✨

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@sebacia_usa #sebacia #sebaciaskin #sebacial #skintreatments #skinhealth #acnetreatment #acnetips #acnetreatments #skintreatment #acnehelp #medspa #medicalspa #medispa #paradiseoncolumbia

November 3, 2020

Copywriting



Print Design

Get Summertime
Ready

LASER HAIR REMOVAL

**BUY A PACKAGE OF
3 GET 4TH VISIT FREE!**

BIKINI: REGULAR \$525

MEMBERS: \$375

HALF LEGS: REGULAR: \$675

MEMBERS \$525

FULL LEGS: REGULAR: \$975

MEMBERS: \$675

OFFER GOOD THRU 11/30/20

**FREE ELTA MD SUNSCREEN
WITH PACKAGE**

BROAD SPECTRUM SPF 30 WHILE SUPPLY LASTS



PARADISE ON COLUMBIA
— MED SPA —



(985) 892-8876



paradiseoncolumbia.com

Print Design

CLUB *Paradise*

A CONSISTENT SKIN CARE REGIMEN ALLOWS YOU TO ACHIEVE AND MAINTAIN HEALTHY SKIN. TOGETHER WE WILL DEVELOP A PLAN CUSTOMIZED FOR YOUR SKIN NEEDS AND DESIRED RESULTS.

\$39/MONTH

No Contract | Cancel Anytime

Existing Paradise on Columbia clients: \$39/month
New clients: \$119 first month. \$39/month starting second month
(new clients: Includes a HydraFacial as first month's menu choice)

MEMBERSHIP INCLUDES THE FOLLOWING:

- Paradise Facial
- Glacial Facial
- Clarifying Acne Facial
- Laser Hair Removal (chin, upper lip, underarms)
- Microdermabrasion
- ZO Stimulator Peel - Brighten, Lighten, Tighten

Choose one of the above treatments each month

BOTOX WEEK: \$9/UNIT

Usually 2nd week of every month

**MEMBER PRICING ON
ALL SERVICES**

10% OFF ALL ZO AND ELTA MD SKINCARE PRODUCTS



PARADISE ON COLUMBIA

— M E D S P A —

*Memberships are non-transferable. You may cancel at any time. Once canceled, you may not re-enroll for a minimum of one year. Upon re-enrollment, you may incur a re-enrollment fee. Monthly Choice Menu: Services are non-transferable, non-exchangeable and must be used each month. Services cannot be rolled over to another month. These services have no cash value and cannot be converted to gift certificates. Monthly Choice Menu Services are subject to change at any time.

Print Design

GO FOR THE *glow!*



GO & GLO FACIAL
INCLUDES:
DERMAPLANE
LIGHT PEEL
SOOTHING MASK

Book yours in October
and receive a free
ZO exfoliator!

Keep your Glow Going
with ZO Exfoliator Polish
or ZO Dual Action Scrub

Call Today!
(985) 892-8876



PARADISE ON COLUMBIA
MED SPA

200 N. Columbia ST.
Covington, LA 70433
paradiseoncolumbia.com

MEMBER \$89

GUEST \$109

Print Design

CHECK-IN FOR CHARITY

Each Facebook Check-In Adds to
Amount of Donations We Generate
for This Month's Charity.

For September Paradise On Columbia is
Supporting Lake Charles Affected By
Hurricane Laura Through



**American
Red Cross**



HOW TO CHECK-IN FOR CHARITY

- 1** Check-In to POC
on Facebook
- 2** Add the #CheckIntoParadise
hashtag to your check-in.
- 3** POC will donate \$1
per check-in!



PARADISE ON COLUMBIA
— MED SPA —

#CHECKINTOPARADISE

Print Design

SOUTHEASTERN LOUISIANA UNIVERSITY
DEPARTMENT OF
COMMUNICATION & MEDIA STUDIES



DVIC ROOM 320

MONDAYS: 8AM-10:30AM, 12:30-3PM

TUESDAYS: 8AM-9AM, 11AM-3PM

WEDNESDAYS: 8AM-10:30AM, 12:30-3PM

THURSDAYS: 8AM-9AM, 11AM-3PM

Print Design



NORTHSHORE
HOUSING INITIATIVE
COMMUNITY LAND TRUST

HOME BUYING IN ST. TAMMANY MADE SIMPLE

NHI operates as a Community Land Trust allowing qualified buyers to receive an average of \$25-35,000 in the form of a land purchase subsidy. It is relatively simple—the cost of the home is separate from the cost of the land. A long-term lease is created and if the homeowner later decides to sell, a resale formula is used so the home is affordable for the next qualified buyer. NHI has assisted many of our community's service personnel, the elderly, those with disabilities and new, young homeowners.

BENEFITS OF PROGRAM

- Ability to purchase a home for less than market value (purchase price is reduced to 80% as land subsidy is 20%)
- No down payment or Private Mortgage Insurance
- Reduced monthly mortgage payments
- Receive tax deductions as well as build equity and stability through homeownership
- Reduced possibility of foreclosure through homebuyer training, lower housing cost burden, support, and resources
- Ability to improve quality of life, stability, security, and community connectedness



APPLY AT
NORTHSHORELANDTRUST.ORG
TO SEE IF YOU QUALIFY



**Equal
Housing
Opportunity**

769 Robert Blvd., Ste. 201C, Slidell LA 70458 Telephone: (985) 200-8280 Email: info@northshorelandtrust.org

Email Marketing



PARADISE ON COLUMBIA
— MED SPA —

HYDRAFACIAL GIVEAWAY

We are giving away a FREE HYDRAFACIAL service to ONE lucky winner! Go to our Facebook page, click our giveaway post and follow these easy steps:

- LIKE our PAGE
- LIKE the post
- SHARE the post
- TAG A FRIEND in the comments

Click the image below for easy access to our giveaway post!



BOTOX WEEK



BOTOX WEEK

September's Botox Special:

Tuesday thru Friday
9/8-9/11

Club **Paradise** Members enjoy Botox at \$9/unit (reg.\$12)!
Book yours soon! (985) 892-8876

MEMBERSHIP



Remember to book your monthly facial choice for August! Unfamiliar with our new membership program? [Click here](#) to learn more.

COUPONS



Check out these awesome offer! [Juvederm \\$75 off](#) and [Botox \\$50 off](#)! Be sure to redeem in time for Botox Week! This offer expires on 9/14/2020.

BLOG POST



HydraFacial is like heaven for your skin. Curious to know what exactly a HydraFacial is and its benefits? Check out our new post to learn everything you need to know about this fast-growing service!

[READ NOW](#)



PRODUCT OF THE MONTH



For August we are featuring the **ZO Complexion Clearing Masque**! It is a clay mask that purifies pores and absorbs excess oil that can lead to future breakouts, while also hydrating the skin to combat dryness. You can pick yours up today at our office!

Email Marketing



GO FOR THE GLOW!

Book a Go & Glow Facial in October to receive a FREE ZO Exfoliator!

The Go & Glow Facial Includes:

- Dermaplane
- Light Peel
- Soothing Mask
- Choice of ZO Exfoliator

Member Price: \$89

Guest Price: \$109



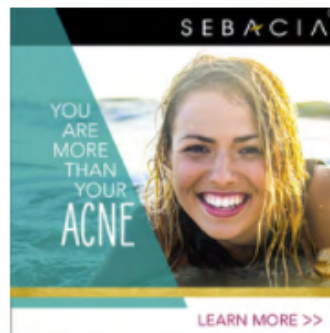
Choice of travel-sized ZO Dual Action Scrub or ZO Exfoliating Polish upon purchase.



Choice of travel-sized ZO Dual Action Scrub or ZO Exfoliating Polish upon purchase.



NEW ACNE TREATMENT



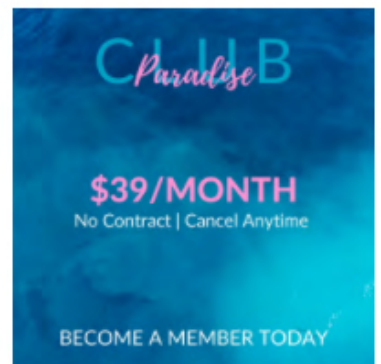
Paradise on Columbia is proud to be the first practice in Louisiana to offer a new, innovative, and FDA-cleared acne treatment called Sebacia! This innovative in-office treatment targets the glands that produce acne-causing oil, healing your skin from the inside out. Sebacia is suitable for both adolescents and adults and doesn't require any downtime from work or school. Most patients begin to see results 6 weeks after their last Sebacia Treatment.¹

Call (985) 892-8876 today to schedule your consultation!

To view results and testimonials, or to learn more about Sebacia, please visit www.sebacia.com or click the image above.

¹ Current data shows an average improvement of about 65% at 3 months, 74% improvement at 6 months, and 85% improvement at 12 months (Haedersal, et al. IMCAS 2019; data on file at Sebacia; January 2019)

MEMBERSHIP



Remember to book your monthly choice for October! Unfamiliar with our new membership program? Click the image to learn more.

Blog Posts

Found on ParadiseOnColumbia.com

- How to Prevent and Treat Mask Acne
- Hydrafacial Explained: Benefits, Cost, and More
- Everything You Need to Know about Microneedling

Marketing Management

During my years of experience in the marketing industry, I have completed duties such as:

- Designing and implementing campaigns
- Working with clients directly with their goals and/or business in mind
- Working within a team to strategize and work through goals and issues that may come up during such efforts
- Refiguring campaigns to better suit the message the client or the business want to voice

