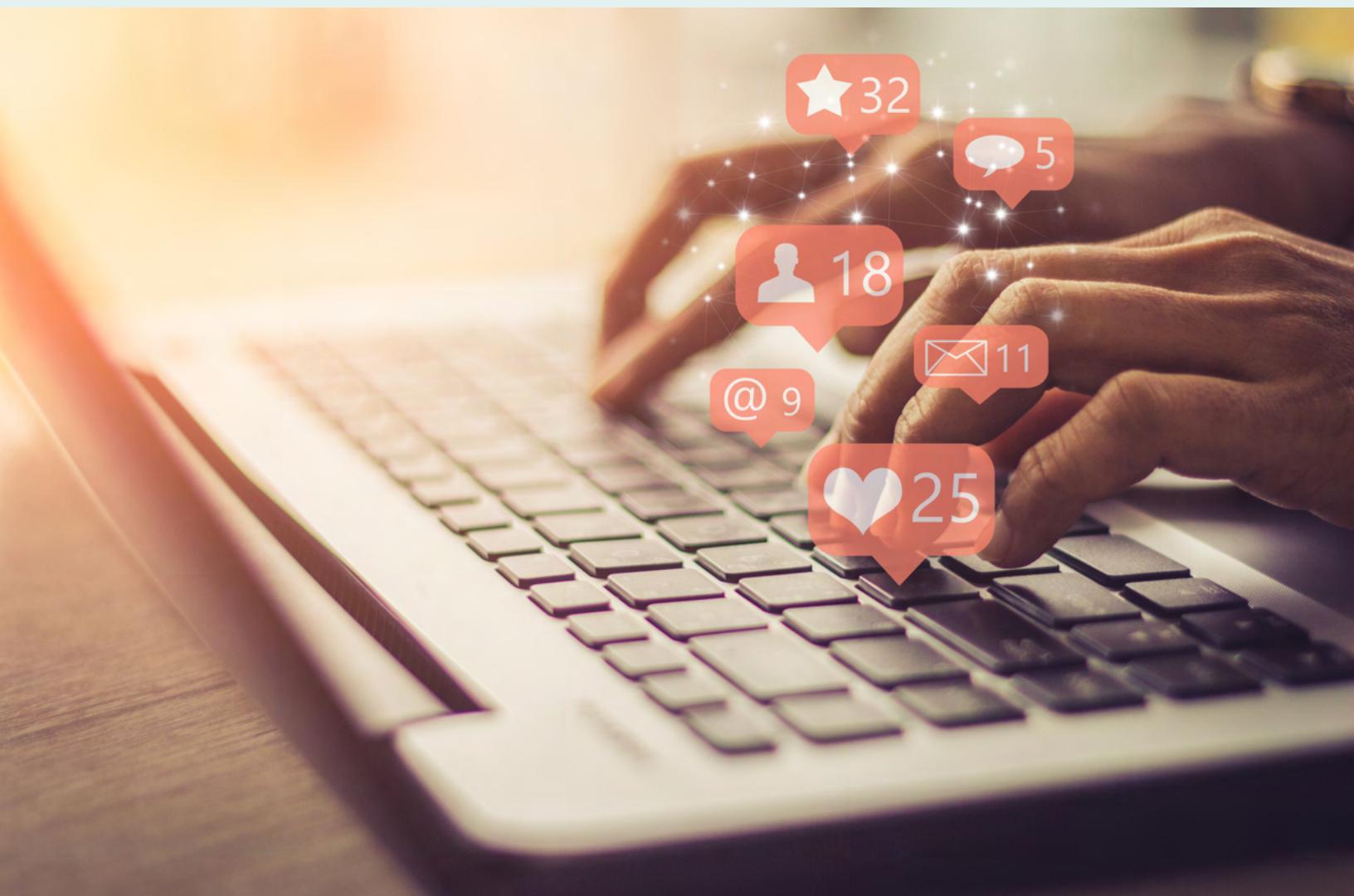


# Caroline Abels



Digital Creation & Marketing Specialist

# Caraline Abels

## 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

# Contents

Social Graphics	5
Copywriting	11
Print Design	13
Email Marketing	19
Blog Posts	21
Marketing Management	22

# Fleur de Lis Dental



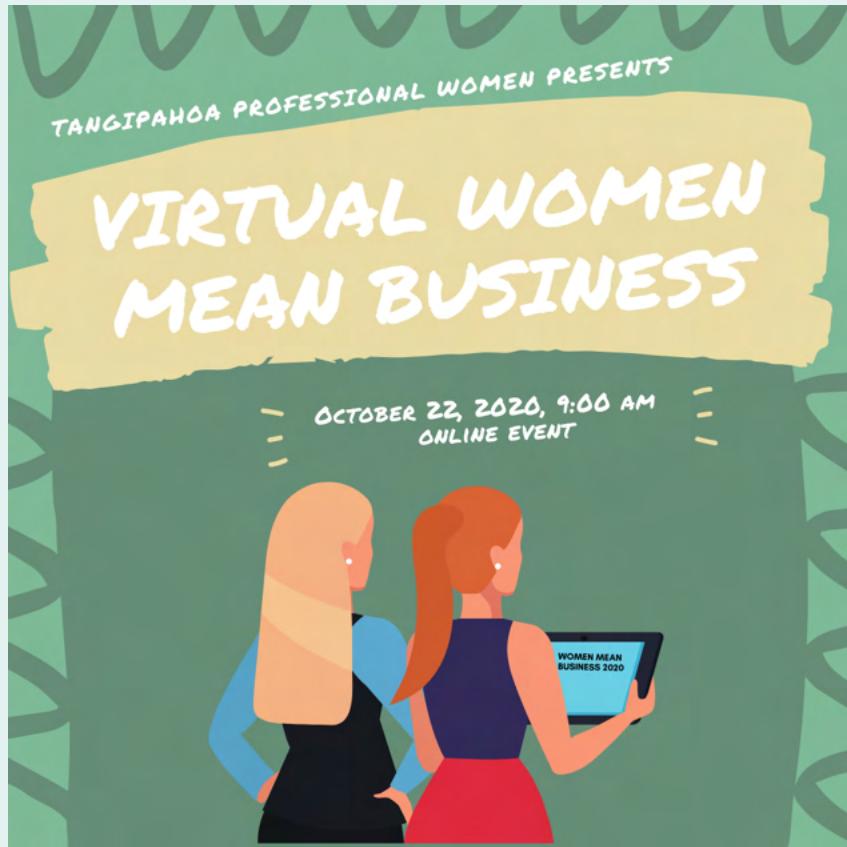
A testimonial from Jessica Peck. The text reads: "This is my favorite place to go and get my teeth taken care of. They're very professional and their work is high quality. The staff is super nice and friendly. Dr. Jon is thorough, efficient and personable. This is the only place I trust with my dental needs." To the left of the text is a photo of a dental office interior. To the right is a large yellow speech bubble containing the number "66" and a 5-star rating icon. Below the testimonial is a large yellow double-quote mark. The Fleur De Lis Dental Care logo is in the bottom right corner.

# Causeway Coin Company



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

# Southeastern Louisiana Uni.



EMPLOYERS HIRING ALL MAJORS AT

SOUTHEASTERN LOUISIANA UNIVERSITY  
Wednesday, October 14  
10am - 3pm

VIRTUAL  
**CAREER FAIR 2020**

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/shcolarships](http://www.blackpxpfund.com/shcolarships) for more information on how to apply for a scholarship. Applications will be accepted though 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](mailto: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](http://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](mailto:laura@broadcasters.org) or (225) 267-4522 for any questions



[BLACKPXPFUND.COM](http://BLACKPXPFUND.COM)

[@BLACKPXPFUND](https://twitter.com/BLACKPXPFUND)

[@BLACKPXPFUND](https://www.linkedin.com/company/blackpxpfund)



[BROADCASTERS.ORG](http://BROADCASTERS.ORG)

# Paradise on Columbia

An infographic titled 'How Stress Effects Your Skin' and 'How To Ease Effects of Stress'. It features a woman with acne on a pink circular background. The left side lists negative effects of stress on skin, and the right side lists ways to ease those effects.

**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.

A flyer for 'BOTOX Week' from October 12 thru 15. It features a blue background with a large 'BOTOX Week' text and a teal background with the date. It also includes a promotional message for Club Paradise members.

**BOTOX Week**

**OCTOBER 12 THRU 15**

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

# Copywriting

PARADISEONCOLUMBIA Posts [Follow](#)



13 likes

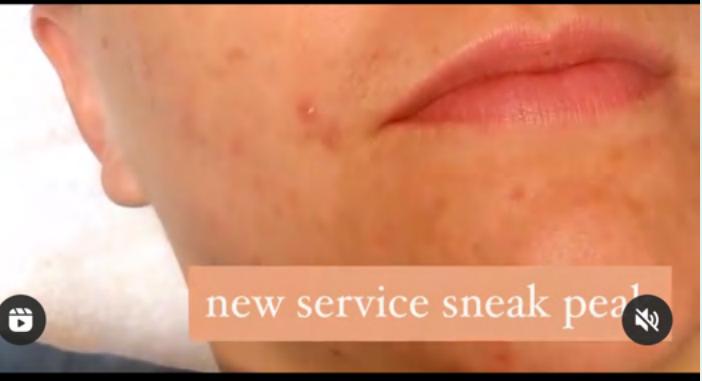
paradiseoncolumbia Let's ROCK a laser treatment in our Moroccan themed room!

In these room we cover a few different treatments:  
IPL Photo Facial  
Fractional  
Tattoo Removal

We are starting a BRAND NEW treatment in this room soon! Stay tuned later this week for a sneak peak 😊

#medispa #medspa #medicalspa #sparoom  
#iplphotofacial #tattooremoval #fractionallaser  
#skintreatments #skincare #skinhealth  
#paradiseoncolumbia

PARADISEONCOLUMBIA Posts [Follow](#)



new service sneak peak

28 likes

paradiseoncolumbia This isn't a Halloween trick! 😈

We have a new FDA-approved acne treatment for those struggling with moderate to severe acne! Paradise is the O N L Y clinic in Louisiana to be providing this service! 😊

What is it you may ask? Well stay tuned as we are soon to announce our NEWEST alternative to treating acne!

Who's ready to wave goodbye to their acne? 🙌😊  
Comment below!

•  
•

#acnetreatment #acneskincare #reelsvideo  
#skincare #skintreatment #skincarerelax #skintip  
#medspa #medispa #medicalspa #acnehelp  
#sebaciaskin #sebacia

[View all 5 comments](#)

October 9, 2020

# Copywriting

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! 🎃

PARADISEONCOLUMBIA Posts [Follow](#)



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! ✨

•

•

•

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

November 3, 2020

# Copywriting

January 19



[fleurdelis dental](#)

...

FLEURDELIS DENTAL  
Posts

[Follow](#)



12 likes

fleurdelis dental Thank you, Jessica, for your kind words! ❤️

😊 Here at Fleur de Lis Dental, we strive to provide high-quality service to our patients, who we see as extended family! We can't wait to see you again for your next visit!

[View 1 comment](#)

## ORAL HEALTH IS MORE THAN JUST A NICE SMILE!



9 likes

fleurdelis dental Good oral health is more than just a nice smile. 😊

This is especially true for women that are pregnant or wish to become pregnant.

Having good oral health improves a person's ability to speak, smile, smell, taste, touch, chew and eat. Untreated tooth decay leads to needless pain and suffering; difficulty in speaking, chewing, and swallowing; and missed school days.

Evidence also suggests that poor oral hygiene and health increases the risk of other health problems like diabetes, stroke, heart disease and bad pregnancy outcomes. It's easy to see why having good oral health is critical to maintaining good overall health.

Read more about oral health from @UAZHealthSciences here: <https://bit.ly/3bkWsEN>

[View all 3 comments](#)

# 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](http://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

**MEMBER \$89**

**GUEST \$109**

  
PARADISE ON COLUMBIA  
MED SPA  
200 N. Columbia ST.  
Covington, LA 70433  
[paradiseoncolumbia.com](http://paradiseoncolumbia.com)

# 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



NORTHSHERE  
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  
**NORTHSHERELANDTRUST.ORG**  
TO SEE IF YOU QUALIFY



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

# Email Marketing



## 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 offers! [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



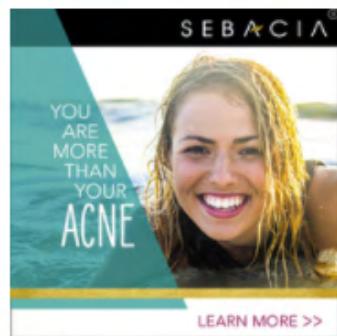
Choice of travel-sized ZO Dual Action Scrub or ZO Exfoliating Polish upon purchase.



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



## NEW ACNE TREATMENT



[LEARN MORE >>](#)

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.<sup>1</sup>

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](http://www.sebacia.com) or click the image above.

<sup>1</sup> Current data shows an average improvement of about 65% at 3 months, 74% improvement at 6 months, and 85% improvement at 12 months (Haedersdal, 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

