


# Carmen Elyse

 [www.linkedin.com/in/carmenelyse/](https://www.linkedin.com/in/carmenelyse/)

 [mail.carmenelyse@gmail.com](mailto:mail.carmenelyse@gmail.com)

 [carmenelyse.com](http://carmenelyse.com)

## Education

University of South Carolina – Columbia

Bachelor of Arts in Journalism and Mass Communications, Design and Visual Communications  
MBA, Data Analytics

2015 - GPA 3.7

Grad. Date: May 2021 - GPA 3.8

## Areas of Expertise

- Creative Project Management
- Creative Direction and Strategy
- Content Creation - print & digital
- Brand Development
- Graphic Design
- Website Maintenance

## Software and Systems:

### Proficient:

- Adobe Creative Suite
- Web CMS (Wordpress, CRAFT, Squarespace, etc.)
- Email Marketing Software (Mailchimp, Constant Contact, Hubspot)
- Video Editing Software (Final Cut Pro, Adobe Premier Pro)
- MS Office Suite
- CRM Software (Microsoft Dynamics)
- Google Analytics and Adwords

### Beginner:

- HTML/ CSS
- SAS
- SQL
- Microsoft Power BI, Microsoft Access

## Work Experience

### Brand Manager at DPX Technologies

Jan. 2019 - Present

DPX Technologies is a growing biotechnology startup that manufactures sample preparation products and develops custom methods for a diverse client base.

- Responsible for go-to-market strategies and campaign content creation for new sample preparation products for the proteomics and genomics industry.
- Microsoft Dynamics Implementation Lead and Administrator: Responsible for initial data migration and system customization to work with DPX business needs. Lead project manager for integration with accounting system. Created custom dashboards, views, reports and templates.
- Creative direction and strategy for company rebrand: I provided logo development, Wordpress website design, product packaging design and content creation. The new website received a 2020 Gold Hermes Creative Award.
- Responsible for digital marketing strategies that resulted in trade show and inbound web leads increased approx. 85% in 2019.
- Initiated local media relations to grow company brand awareness in Columbia, SC. Successfully secured press releases and articles published in various local media outlets.

### Marketing and Communications Coordinator at South Carolina Research Authority

Sept. 2017 - Dec. 2018

SCRA is a public non-profit that fuels SC's innovation economy by working with and bringing together key players in industry, academia and entrepreneurs. They support entrepreneurs through the SC Launch program by providing mentoring, grants and investments.

- Designed and edited marketing material including: flyers, brochures and annual reports etc. Worked with program managers and investment managers to develop new campaigns to increase brand awareness.
- Designed a new website, which launched Oct. 2018.
- Created digital marketing campaigns and strategies to increase brand awareness with target markets. Met or exceeded goals for campaigns with increased impressions, engagement and followers on social media platforms by 10% in 1 year.
- CRM implementation team member: completed data migration, created user guides and training material, created custom queries (views) and templates for reports.
- Designed and coordinated email campaigns.
- Planned webinars, networking events, and annual SC Launch conference from start to finish by identifying, assembling, and coordinating event requirements. Designed marketing content for event promotion.

# *Carmen Elyse*

## **Creative Marketing Strategist at Integrated Micro-Chromatography Systems (IMCS)**

**May 2014 – Sept. 2017**

IMCS is a biotechnology startup that provides sample preparation consumables for laboratories in forensic, clinical diagnostics, and proteomics industries.

- Responsible for all go-to-market strategies and campaign content creation for commercial launch of the first recombinant genetically modified beta-glucuronidase enzyme to the market. This product hit \$1 million in sales the first year and doubled the second year.
- Managed marketing budget, which increased by 233% after one year.
- Creative direction and project management for all marketing activities i.e. video production, product photography, trade show attendance, advertising and content creation.
- Responsible for go-to-market strategies and creative content creation for additional product lines for the enzyme and new products for pipette tips for sample preparation for the proteomics industry.
- Designed product packaging for all products that launched.
- Developed digital marketing and social media strategies.

## **President of Student Board of Directors at Smart Caro Federal Credit Union**

**June 2014 – Dec. 2015**

Smart Caro was previously Carolina Collegiate Federal Credit Union (CCFCU). CCFCU opened a branch on campus at the University of South Carolina and chose a group of students to operate the branch as a student run credit union.

- Oversaw daily operations for the on-campus credit union branch with assets totaling over \$60,000.
- Helped write and execute standard operating procedures for branch functions.
- Implemented new employee training and on-boarding programs.
- Developed marketing strategies to increase the number of student checking and savings accounts, lines of credit, online banking sign ups and app downloads.
- Lead student financial literacy courses.
- Participated in monthly board meetings and reported on operational and training issues with staff.
- Worked with the board to develop strategies and mitigate any operational issues.

## **Member of Student Board of Directors and Teller at Smart Caro Federal Credit Union**

**July 2012 – May 2014**

- Processed deposits, withdrawals, loan payments and other transactions for members.
- Managed incoming customer service requests for new accounts, account inquiries, and account adjustments.
- Updated knowledge base training system with current information regarding new procedures for handling customer service requests.
- Executed end-of-day procedures for branch operations and balanced the branch's vault account.

## **Graphic Design Intern at Jarden Applied Materials**

**May 2013 – Aug. 2013**

- Content creation for Yard Gear and Shakespeare Marine product lines.
- Designed landing pages to promote new products being launched for Shakespeare Marine brand.
- Worked on a creative team with sales staff, and freelance artists and designers to develop branded icons for Shakespeare Marine product line.
- Designed packaging for new products launching under Shakespeare Marine brand in retail at large chain stores including Walmart, Home Depot, and Lowe's.
- Assisted with other projects as needed, handling multiple projects at once, and adhered to schedules and deadlines for all projects.