

## Industry Experience

Pharmaceutical

Healthcare

Technology

Higher Education

Retail

Consulting

## Functional Experience

Graphic Design

Marketing

Website Design

Content Management

Branding

Promotional Materials

Press Kits

Technical Troubleshooting

Training

## Technical Experience

MS Office

Mac + Windows OS

CS2-CS5 (Photoshop, Illustrator,  
InDesign, Dreamweaver)

## Education

North Carolina State University  
Bachelor of Graphic Design (BGD)

North Carolina State University  
Candidate for Master of  
Business Administration (2013)

## Contact Information

Office: 919.651.0085

caroline@orchardpointgroup.com

# Caroline C. Chamblee

## *Selected Accomplishments*

- Graphic Designer with expertise in assisting companies with corporate identity development, creation of marketing materials, website development, presentations, sales guides, fliers and other marketing promotions.
- Supported a Global Fortune 500 pharmaceutical company with over 25 separate projects for 7 different brands—projects included presentation slide decks, hospital panels, promotional brochures and posters from creative development to pre-production file development.
- Served as Co-Chairperson for the Design Committee of the Krispy Kreme Challenge: led a diverse team to create a new branding system, website, merchandise and press kits which gained national recognition from the Associated Press, ABC and ESPN; oversaw press kit creation from design to fabrication.
- For a large healthcare system, designed promotional mailers and edited website code, created web pages and email templates using content management system.
- As Publication Designer for North Carolina State University Undergraduate Research Office, designed Undergraduate Research Journal cover for 2008 and 2009, prepared files for printing in 2008 and designed the entire journal in 2009; created promotional materials to recruit for submissions.
- Technical Consultant with expertise working as a Mac Specialist focused on troubleshooting, conducting workshops and training new users.
- Honors include:
  - Recipient of the Park Scholarship, a full-ride scholarship with supplemental leadership development and service opportunities for four years.
  - Elected Scribe of Golden Chain Society, an honor society for Top 12 rising seniors at North Carolina State University.
  - Undergraduate Research Program Grant Recipient—received funding to cover partial costs of sociology and design research project abroad.