

Carol Clark

Curios Designer, Strategist, Storyteller

Creative and collaborative designer and brand strategist with 7+ years of experience in design, advertising, and brand strategy across digital and print media. Known for transforming big-picture ideas into smart, strategic, and visually compelling campaigns. Proven success in building brands from the ground up, working independently and with agency teams, and delivering award-winning work.

Contact

Mobile
205-541-3386

Email
carolcreative@gmail.com

Online Portfolio
www.carolcreative.com

Skills

Creative Adobe Suite
Creative Concepting
Website Planning
Brand Strategy
Art Direction
Photography
Social Media
Events

Awards

Gold Regional & Local ADDY
Roomba - 2018, Student Division

Judge's Choice Local ADDY
Roomba - 2018, Student Division

Gold Creative Excellence
Hermes Creative Awards
Mirada DLC Expert - 2020

Refferals

Jay Brandrup, Founder
Kinetic Communications
(205) 422-5858

Jeffrey Stefonich, Sr. Art Director
COHN Marketing Group
(303) 929-4769

Zac May, Freelance Client
Heatherwood Country Club
(813) 957-3256

Experience

Principal & Art Director _ CarolFCreative
Denver, CO + Birmingham, AL; 2018/Present

- Founded and lead CarolFCreative LLC, a multidisciplinary studio specializing in brand strategy and creative development
- Partnered with clients across industries to build impactful brand identities and launch new ventures
- Delivered end-to-end services including strategic design, advertising campaigns, web design, and content creation

Design Coordinator _ Vertafore
Denver, CO; 2019/2021

- Coordinated and executed the production of digital and print assets across various platforms from concept to delivery, ensuring alignment with brand standards and client objectives
- Collaborated with marketing, product, and creative teams to manage workflows and gather project requirements
- Oversaw asset organization, file preparation, and vendor communication to ensure quality and consistency

Graphic Designer _ COHN Marketing Group
Denver, CO; 2018/2019

- Designed marketing materials across digital, print, and social platforms
- Led branding and rebranding initiatives for national and local clients
- Collaborated with internal teams and clients to elevate brand identity and market presence through cohesive visual strategy and messaging

Design Apprentice _ Kinetic Communications
Birmingham, AL; 2017

- Designed web elements with a strong focus on both UI and UX principles
- Created interactive components (buttons, menus, layouts) with focus on user journey and accessibility
- Worked with UX and web design teams to create thoughtful, functional digital assets

Education

The University of Alabama B.A. in Communication & Information Sciences, 2018
Major: Advertising Minor: General Business

Creative Advertising Specialization - Minerva

- A select group of students chosen to complete conceptually driven courses to help build smart, competitive portfolios
- Elected Student President: Registered Minerva as a student org, organized events, raised funding, and increased applications