

Carol Hendrycks

Marketing Communications and Public Relations

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Experience

Marketing Communications Manager | Murray, UT

Girl Scouts of Utah | March 2018 - April 2019

Project managed the marketing team responsible for messaging and branding locally and carryout national strategies from GSUSA. Participated in national GSUSA webinars on an average of 10 trainings every week. Provided service for the Utah council (10K members), staff members and departments to promote and direct efforts towards training, customer support communications, membership and implement communications for girl-led programs and volunteers. Using Salesforce, provided marketing analysis, stats, and created email marketing campaigns. Art directed and mentored junior staff, designed and implemented marcom collateral for print and online distribution including maintaining the main website and social media posts. girl empowerment and leadership throughout Utah.

Communications/PR Manager | Salt Lake County, UT

Youth Services | July 2009 - March 2018

Reported to division director and key contact for division communications and PR. Managed press and media relations, developed branding/messaging agency ID for internal and external audiences. Supervised community outreach, volunteer and board coordinating. Strategized fundraising and donation efforts for ShelterKids 501 c 3 to supporting abused, neglected and homeless teens and young adults. Highlights include:

- Increased outreach efforts year over year by an additional 1000 client referrals through integrated marketing strategies
- Liaison for (4) boards: Youth Services Advisory, Commission on Youth, Youth Government and nonprofit (ShelterKids) helping to increase fundraising efforts from 5K to 45K/year
- Presented at (2) National Social Intranet Conferences on branding, social media and intranet solutions
- Managed agency PR and outreach team/efforts presenting to 1000+ individuals/year in law enforcement, schools and hospitals—provided agency tours and orientations
- Key contributor to county brand architecture and ID
- Designed and produced all marketing/outreach materials including presentations, annual reports, ads, newsletters, blog, social media campaigns
- Directed high profile events including county Mayor as keynote for division open houses, countywide media relations day, nonprofit community partnership events, board and community service awards
- Produced and coordinated all agency abstracts for countywide (2) Media Days for 35 agencies producing press kits distributed to local TV broadcasters, journalists, and businesses
- Developed division internet/intranet content, social media sites, provided analytics, and reporting
- Provided executive support for directors and program managers
- Chaired employee recognition and communication teams promoting ambassadorship, developed social media plan, implemented training content and materials

Skills

Seasoned communications professional offering strategic planning, marketing management and analytics, PR, media relations, brand-driven focused providing creative direction and execution. Hand-on expertise in writing, graphic design, website creation, photography, video scripting/direction, blogging, social media strategies and online content management. Build teams, vendor pools and beneficial resources.

Leadership

Key contributor for executive management, set and manage department budgets, hire talent and build teams, work cross-functionally with all departments and staff levels, lead and chair employee engagement teams, lead and manage boards/board members, main contact for media inquiries and for press. Offer training on communication/PR standards. Collaborate and strategize on high-level initiatives to produce best practices and yield positive outcomes. Mentor junior staff and educate partners.

Proficiencies and Certificates

- MS Office Suite, Adobe Creative Suite, social media tools, email tools, Salesforce, CMS systems, expert knowledge of print and online applications, video scripting/art direction/editing
- Excellent oral, written and presentation skills and public speaking
- Hold certificates in grant writing, business negotiation, managing teams, excellence in quality of work
- Certified in CPR, first aid, behavioral training and required government agency trainings
- <https://www.carolhendrycks.com/> please see online portfolio for marketing communications samples: writing, design, branding, illustration, strategic planning and creative services management team examples

Consultant | Creative Connections

Home Business | 1998 - Present

Offer consulting .

Clients include: Holladay Journal Reporter/Writer – Covered the Government and Education, LANDesk Software, Cisco, Audible Magic, Rainmaker Systems, Synaptics, Speaking Roses, TMG Publishing, Expo Marketing Group, Schaub & Co. Design and Ad Agency, National Association for Family Child Care

Global Marketing Director | ONYX Graphics, Inc

Jan 2006 - Aug 2007

Executive staff member hired to market and promote a product launch within a 7 month period. Manage creative team and work closely with sales and engineering to develop marketing strategies for a successful launch and post sales strategy. Included global implementation and distribution.

- Member of the executive team, supported board meetings and engaged in third-party strategic planning meetings
- Worked closely with Product Managers to create campaigns and promotions for new, upgrade and renewal program product releases
- Generated \$1.3M sales by championing a four month GTM plan conceptualize and execute pre-launch product upgrade sales campaign promoting new capabilities and cost savings
- Managed 1M+ budgets, procured software/hardware and forecasted product market support
- Produced global and local brand standards specification guide and electronic print collateral templates for internal staff and vendors via secure creative resource portal saving reproduction costs of 50K over 12 months, time savings with consistent global and local brand standard applications
- Organized annual sales meetings and global distributor software conferences with over 50 worldwide partners including soliciting and retaining OEM sponsors
- Managed PR/media relations/analyst interviews coordinated with parent company and outside agency
- Managed a marketing coordinator and graphic designer in the U.S. and overseas
- Promoted new training videos generating 15K in 6 months with events, online and print ads
- Developed "buy-direct" online product purchasing system
- Developed advertising campaign and global partner coop ad campaign featured in 6 global trade pubs
- Designed and purchased 40 x 40' tradeshow booth used in the U.S. and in Europe

Education

Bachelor of Science | San Jose State University

Graphic Design emphasis in Advertising, Marketing, Public Relations, Journalism

Associate Art | Foothill Junior College

Graphic Design and commercial communications

Volunteer and Community Service Experience

AmeriCorp Volunteer

Trained and located at Youth Services 2009/2010

Salt Lake County Youth Services

Volunteer 2009

Developed a once a week activity to work with and mentor teen girls living on campus at Youth Services. Taught art skills, arranged for off campus outings to a museum, introduced team projects and team building activities.

Canyons Elementary School

2007/2008

Student aid for first and second graders. Worked with groups and individual students on general core programs and assisted with art projects that were assembled for student portfolios for end of year keepsakes.

References

Greg Hayes
CEO and President
PixelNext
8652007652

Dean Derhak
Product Director
SA International
8016735028

Tammy Champo
Public Involvement Mgr
HDR Engineering
8016350200

Dani Weigand
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