**Caroline Gentilhomme**

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**SUMMARY**

A persistent creative solutionist who mitigates and removes obstacles to achieve strategic goals. A content creator who has cultivated a community of over 430,000 engaged followers.  Adaptive to various work situations, and can be a supportive team player, a strong leader, or what the situation needs, depending on the need.

**SKILLS & PROFICIENCIES**

Content Creator | Photographer | Videographer | Advertising | Copywriter | Marketing | Idea Creator | User Generated Content (UGC) Creator | Hosting | Editing | Concepting | Directing | Adobe Photoshop | Adobe Lightroom | Adobe Illustrator | Adobe Premier Pro | Adobe After Effects | CapCut | VideoLeap | Inshot | Critical Thinking | Nikon D3300 | Sony A7R | Gimbal

**PROFESSIONAL EXPERIENCE**

BP COLLABORATIVE, St. Cloud, FL September 2022 - Present

Group of individual creatives with many skill sets working together to solve client problems in creative and innovative ways.

***Social Video Strategist / UGC Creator***

* Currently working with brands to start or grow socials on Tiktok, Instagram, Facebook, YouTube, and podcast platforms.
* Customizing plans for creating and posting social content.
* Creating and executing new ideas from planning, staging, directing, filming, and editing, to copywriting the captions and hashtags to optimize SEO and make sure they reach intended audiences.
* Collaborating with professional photographers, videographers, social media managers, and public relations experts to guarantee the client’s story is told effectively and in a way that optimizes brand reach.

WALT DISNEY WORLD, Lake Buena Vista, FL October 2022 - June 2023

***Cast Member***

* Made magic every day by greeting and helping guests at each stage of their journey through the attraction.
* Entertained guests with stories when there was lag time at the attraction.
* Effectively communicated safety procedures to a wide audience.
* Collaborated with fellow cast members to ensure that company culture was upheld.
* Quickly adjusted to changing circumstances to ensure efficient results for all.

GENTILHOMME & ASSOCIATES January 2020 & March 2023

Small family-run architecture firm with clients ranging from churches to homes.

***Branding Consultant***

* Redesigned all branding to adhere to a new mission statement, including logo, fonts, and colors.
* Formatted redesign for stationary including construction signs, envelopes, and business cards.
* Designed a website around the new branding to draw in prospective clients.
* Consulted on social media presence to boost community engagement.

RADICAL COMPANY, Greeneville, SC June 2021 - August 2021

Small agency with clients ranging from local restaurant chains to international ingredient brands.

***Creative Producer / Copywriter***

* Produced concepts for small to large integrated campaigns.
* Generated multiple forms of copy including website, social media, emails, and company newsletter.
* Managed and created a marketing campaign for the company’s TikTok account.
* Effectively directed a team of five graphic designers, photographers, and videographers to efficiently produce quality product.
* Executed work for multiple companies on any given day.

TIFF’S TREATS COOKIE DELIVERY, Atlanta, GA January 2019 - June 2021

A cookie company with over 60 locations across multiple states delivering fresh cookies from oven to door.

***On Duty Manager and Marketing Assistant***

* Proposed new social media campaigns to increase customer engagement across social media platforms.
* Optimized workplace processes for more efficient workflow.
* Helped organize public-facing marketing events.
* Guided customers through the ordering process and upsold when the opportunity arose.

CG PHOTOGRAPHY May 2015 - June 2021

Self-employed photography business for all of life’s stages, including weddings.

**Photographer**

* Directed a variety of photoshoots that included professional models, families, and pets.
* Scouted locations to match specific concepts to maximize storytelling impact.
* Efficiently edited individual and batch photos.
* Created and managed a website to display photos and easily deliver product to clients.

**EDUCATION**

BFA, Advertising and Branding, Savannah College of Art and Design, Atlanta, GA

AA, Visual Arts, New Hampshire Institute of Technology, Concord, NH