

## CARLYE JANE DOUGHERTY

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### **Ro Sham Beaux, Charleston, SC | Marketing Director | August 2022 - Present**

- Coordinate with senior leaders to craft strategic direction of marketing programs and new product development.
- Direct & oversee day-to-day e-commerce operations, maintenance and merchandising via Shopify.
- Spearheaded and directed implementation of Shopify B2B platform. Directed onboarding of a robust DTC/Trade database.
- Collaborate with the design department on new product/assortment development. Develop pricing. Create new SKUs.
- Design and deploy creative assets for website, email marketing, social media platforms, print/catalogs, and trade shows.
- Write product and marketing copy. Produce, edit and organize photography. Manage product catalogs & distribution lists.
- Direct project management of collection launches including content, product updates and ensure inventory is accurate.
- Analyze/report effectiveness and impact of current marketing initiatives with tracking and analysis. Optimize accordingly.
- Create and monitor multi-channel marketing campaigns. Track/report KPI's. Meet and manage tight deadlines.
- Prepare monthly, quarterly, and/or annual forecasts for promotional messaging. Present ideas and final deliverables.

### **Amanda Lindroth, Charleston, SC & Nassau, Bahamas | Marketing Director | January 2019-July 2022**

- Directed, conceptualized, managed three websites associated with the design & product brands for Amanda Lindroth: *www.amandalindroth.com + www.amandalindrothdesign.com + www.thejolly.cc*
- Directed e-commerce via Shopify Plus for *www.AmandaLindroth.com*
- Designed from scratch via SquareSpace: *www.AmandaLindrothDesign.com & www.thejolly.cc*
- Designed e-mail campaigns with MailChimp & Klayivo. Manage distribution lists.
- Directed, designed & managed brand's social media presence: Instagram, Pinterest, Facebook.
- Wrote & edited copy for website, blog, ad campaigns, product descriptions & social media captions.
- Art directed, planned & styled photoshoots. Created & managed photoshoot budgets. Edited photography. Produced silos.
- Designed all branded materials & assets for marketing & advertising + collateral for sales team including digital catalogs.
- Expert-level, daily use of Adobe Creative Suite: Photoshop, InDesign, Illustrator, Spark, Rush, etc. Google Ads & Analytics, Facebook Business Suite, Instagram & Pinterest Business accounts, Planology, Plann, HootSuite, Basecamp, Asana.

### **Fritz Porter/ Design Collective, Charleston, SC | Director Marketing & Events | August 2015-January 2019**

- Responsible for in-store and online marketing efforts.
- Designed and maintained *www.FritzPorter.com* requiring daily use of Shopify, Squarespace, & Adobe Creative Suite.
- Created blog content, direct photography and maintained an extensive image library via Dropbox.
- Compiled, edited and directed digital marketing including e-Newsletter, e-blasts, Pinterest, Instagram, Facebook & Twitter.
- Served as the main point of contact for media, editorial and advertising inquiries.
- Design necessary print collateral including magazine ads, postcards, invitations and brochures.
- Orchestrate all facets of elaborate events and parties for celebrity designers such as Martha Stewart, Charlotte Moss, Jane Scott Hodges, Suzanne Rheinstein, Madeline Weinrib, Christopher Spitzmiller, Amelia Handegan, Julia B. Linens and more.

## **Preservation Society of Charleston, Charleston, SC - Interim Director of Marketing Feb 2015-July 2015**

- Reported daily to the Executive Director on all matters pertaining to digital, print & social marketing.
- Served as member of the Executive Staff, recommended improvements, opportunities & budget strategies.
- Designed & produced marketing materials and managed the rebranding of corporate & retail logos.
- Spearheaded the website redesign of both the shop and *www.PreservationSociety.org*.
- Created & designed national print and social media campaigns including Lift the Lowcountry & The Fall Tours.

## **Heirloom Book Company, Charleston, SC | Founder | Feb 2011-Present**

- Opened a cookbook shop from scratch including concept, brand & website. Designed shop interior interior 123 King Street.
- Sourced & cataloged extensive collection of rare, out-of-print & antiquarian cookbooks.
- Managed shop, trained staff, managed inventory in store and online, handled payroll.
- Handled social media posts on Facebook, Instagram, Pinterest and Twitter.
- Designed all marketing materials, for digital and print, including ads, event invitations and e-newsletters.
- Set marketing and budget strategies. Generated a monthly revenue report for partners.
- Established strategic relationships with One Kings Lane, Taigan, Southern Living, Garden & Gun, Charleston Magazine, Le Creuset, Whole Foods, and Charleston Wine + Food Festival.
- Orchestrated author signings and events with celebrity chefs such as Magnus Neilson, Sean Brock, Julian VanWinkle, Julia Reed, John T. Edge, April Bloomfield, Michael Anthony, Nathalie Dupree, Virginia Willis, The Lee Brothers and more.
- Curated photography collections & art shows for Jack Leigh, Helene DuJardin, Peter Frank Edwards and Squire Fox.
- Coordinated complex special events with authors, publishing houses, and private individuals.
- Secured, through personal network, editorial in Bon Appetite, Saveur, Food & Wine, Departures, Martha Stewart Living, Conde Nast Traveller, Afar, National Geographic Traveler, and Better Homes & Gardens. Also appeared on Fox News.

## **Kiawah Island Legends Magazine, Charleston, SC | Executive Editor | Dec 2008-Feb 2011**

- Managed all facets of magazine production for three volumes of Kiawah Legends Magazine.
- Worked with key members of Kiawah Development Partners' executive and marketing teams to determine objectives of the magazine and article content. Directed, created and edited copy.
- Assigned & contracted writers, graphic designers & photographers for each article.
- Coordinated and art directed photo shoots, determined shoot locations, managed production schedules, hired and contracted assistants, models, stylists, makeup artists, and coordinated logistics with Kiawah Island staff & security.
- Trafficked creative materials for editorial and advertising both internally and off-site printing house.
- Designed layouts and ads, edited copy and wrote multiple articles.
- Managed \$125K creative budget and ad sales team of four.
- Created an online version of magazine for Volumes 20 and 21 with video and interactive components.

## **Additional Freelance, Charleston, SC | Dec 2008-Present**

- Websites, Articles, Photoshoot Production, Graphic Design, Creative Consulting
- Brands include: Le Creuset, Southern Living, NivenBreen, NYC, V O Y A G E, The Dunmore, Rooted Kitchen, Wynusm Antiques, The Olde Pink House, Ashley Perry Home, and Orient-Express USA. Please see [www.carlyejane.com](http://www.carlyejane.com) for more.

**Orient-Express, Hotels, Trains & Cruises | E-Marketing Manager, North American Outbound Sales | Oct 2007- June 2009**

- Managed the Trains & Cruises web-pages for the US side of www.Orient-Express.com including the brands of Venice-Simplon Orient-Express, Royal Scotsman, Hiram Bingham, Eastern & Oriental Express, and British Pullman Trains, The Afloat in France and Road to Mandalay River Barges and the portfolio of Great Journeys of Orient-Express.
- Developed and updated content for all products in the Trains & Cruises portfolios including taglines and copy.
- Designed marketing collateral for all products according to corporate branding guidelines for online and print including, brochures, posters, newsletters, magazine ads, and corporate e-blasts to past and potential travelers.
- Created and implemented marketing campaigns, media buys and ad placement for online & print.
- Worked with strategic partners such as AMEX and Andrew Harper to oversee and update content & offers on their sites.
- Managed web-pages on intranet for www.OEH.com for employee events, training and the Ambassador's Club.
- Created a monthly newsletter called The Bellini Bubbles by gathering news items, images and offers.
- Managed e-mail databases for newsletter and e-blast distributions.
- Generated multiple, weekly traffic reports using tracking codes, newsletter opens, Google Analytics and organic hits.
- Managed image library and all media requests for imagery and a library of all marketing collateral produced.

**Arnell Group, New York, NY | Business Assistant to Chief Strategic Officer | July 2002- July 2003**

- Managed and anticipated day-to-day administrative and personal needs of partner in creative, boutique SoHo agency.
- Successfully completed daily "missions," which ranged anywhere from extensively researching involved topics then communicating the resource and specifics, to ferreting out and acquiring hard to find items from all over the world.
- Daily tasks included administrative functions and support, managed personal errands, and handled heavy phone call volume.
- Privy to executive business conducted between partner and their prestigious clientele and business associates- accounts included PepsiCo, Reebok, Daimler-Chrysler, Martha Stewart, Jose Cuervo Tequila and M&M/Mars.
- Numerous other duties requiring a high level of professionalism, flexibility, resourcefulness, and "polished taste."

**Grey Worldwide, New York, NY | Account Coordinator, Starburst Candy Account | January-July 2002**

- Collaborated with and provided support to four-person account management team.
- Prepared weekly budget submissions by generating invoices, budget summaries and variance reports.
- Monitored and compiled spending reports and creative analyses for competitors including Lifesaver and Jolly Rancher.
- Coordinated and prepared materials and presentations for departmental pitches and client meetings.

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***Education:***

College of Charleston- BA in Communications/ Concentration Mass Media, May 2001  
NC State University- Webmaster Certification/ Design Track, January 2007

***Computer Skills:*** Adobe Creative Suite InDesign, Illustrator, Photoshop. G-Suite: Docs, Sheets, Drive, Analytics. MS Office: Word, Excel, PowerPoint, Outlook, Publisher. Quickbooks. Squarespace. Shopify. Wordpress. Dropbox. Instagram, Facebook, Pinterest, SubStack. Fishbowl, NetSuite, SourceWiz, ShipStation. Monday, Basecamp, Asana.