



Carrie Crow Thiele

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SUMMARY OF QUALIFICATIONS

Skills and experience include:

- Small business ownership
- Development of strategic marketing and communication plans
- Proficiency in multiple software platforms and forms of media, as well as web design
- Coordination of business and communications projects of varying scales

EDUCATION

M.S. in International Business & Economic Relations, Oklahoma State University 4.0 GPA
B.A. in Mass Communications with Business Administration minor, Campbell University 3.72 GPA

EXPERIENCE

Owner, American Consultation on Stained Glass (ACSG)

Started with ACSG as research/marketing assistant in 2006

- Lead research and design of *The Stained Glass Appraisal Guide*, a 278-page industry standard
- Develop and submit proposals and technical project specifications to clients
- Manage lead ACSG consultant and oversee project schedules, marketing, budgeting, and client relations

Freelance Marketing/Communications Consultant

2003 – 2011

- Wrote and edited web articles, publication copy, and media releases
- Designed identity collateral, e-books, printed books, and web sites
- Created and implemented communications campaigns and identity packages

Graduate Assistant, OSU School of International Studies

2006 – 2007

- Expanded and implemented marketing strategies targeting new student prospects, donors, and the university community
- Conceptualized and designed logos, brochures, advertisements, and flyers

Communications Specialist, Charlotte Christian School

2002 – 2006

- Taught summer class in graphic design
- Directed communications projects, including schedule, bids, photography, writing assignments and design
- Presented communications plans to leadership team on an ongoing basis

Public Relations Intern, CNN, Washington, D.C. Bureau

2002

- Pitched story ideas to newspaper reporters, resulting in national print coverage of CNN
- Wrote script and prepared tape clips for a sample full-length news package

LEADERSHIP AND COMMUNITY INVOLVEMENT

- Wes and Lou Watkins Distinguished Graduate Fellow at Oklahoma State University
- Employment assistance volunteer with the African Community Center
- Volunteer consultant for Celéritas: accelerator of High Tech, Art, and Cultural Ventures in Mexico, The ABBA Fund adoption assistance organization, and The Harvest Center homeless facility
- Member of Epsilon Pi Eta and Phi Beta Delta Honor Societies