

Carolynne Carstens

Marketing + Event Portfolio



Introduction

About me

Hi! I'm Carlyne Carstens. I specialize in marketing, communications, and events, helping businesses stay connected with their clients through thoughtful strategy and consistent execution. Whether it's managing social media, writing newsletters, or planning appreciation events, I love creating meaningful experiences that build trust, engagement, and growth. My focus is on making your brand shine while taking the day-to-day stress off your plate.



Education

Indiana University - Online



August 2023 - May 2025

Bachelor of Science

Digital Media and Storytelling

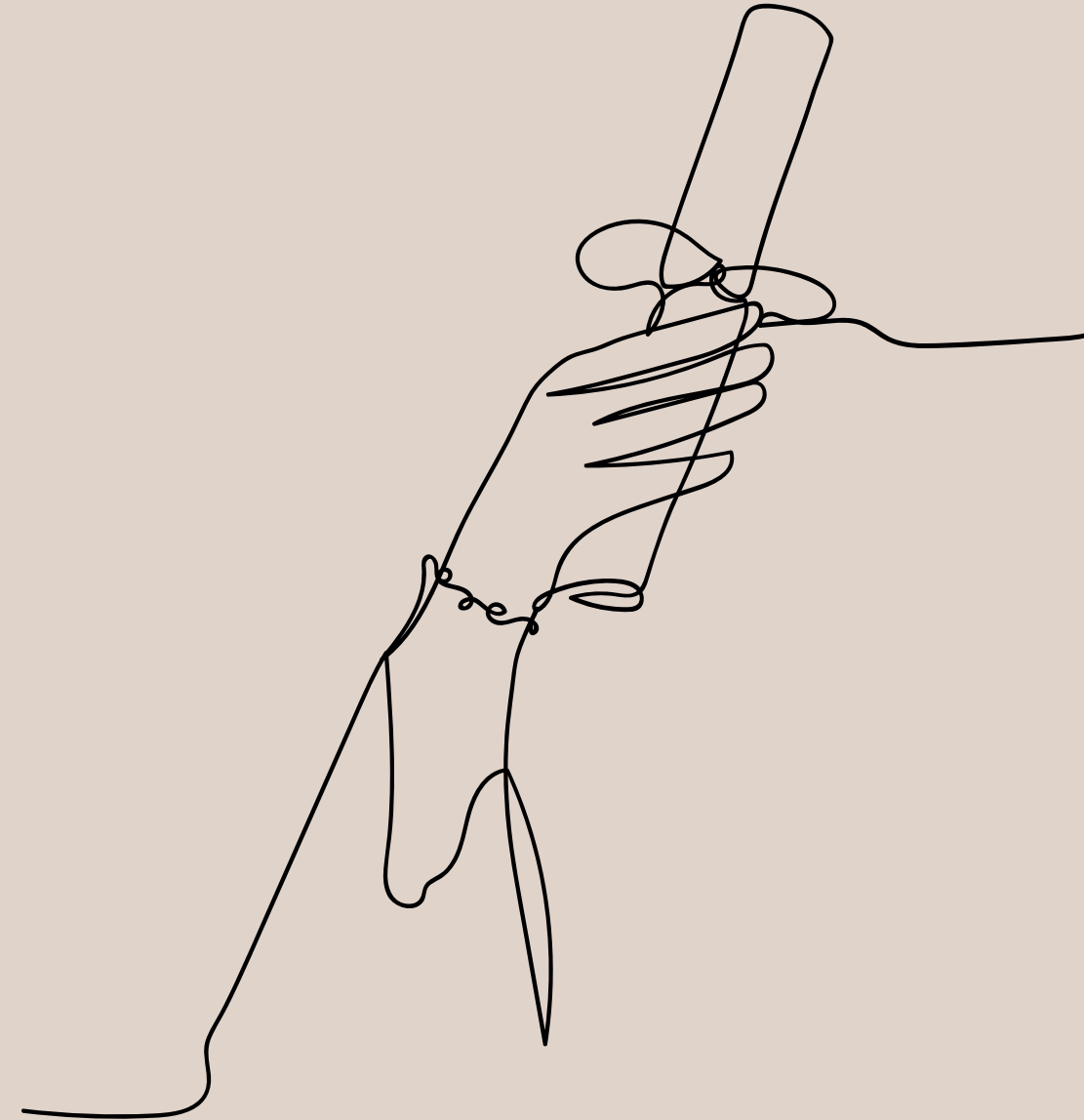
Iowa State University - Ames, IA



August 2022 - May 2023

Studied Marketing & Management

*Transferred to Indiana University to be 100% Online
so I can do contract work in Florida for events!*



Communications

While interning at Workiva, I wrote and published the quarterly 10-K Prep blog on behalf of our Industry Principal, breaking down complex SEC disclosure topics into clear, engaging content. I also built and scheduled quarterly newsletters and email blasts in Marketo, aligning messaging with company goals and supporting both event promotion and member engagement.

Check Out the Blog Here!

SEC Pro
1,200 followers
8mo • 🌐

Look what Forbes posted about SEC Pro! 📰 We're thrilled to be featured in this article covering the SEC panel discussion at Workiva Amplify. It highlights the key challenges boards are facing with the SEC's climate rule, and the crucial role SEC Pro is playing in helping professionals navigate these changes.

Check out the full article here: https://lnkd.in/gD-4c_DR

[#SECPro](#) [#WorkivaAmplify](#) [#SECCompliance](#)
[#ClimateRule](#) [#ESG](#) [#ForbesFeature](#)



Workiva Amplify's SEC Panel Addresses Board Struggles With Climate Rule

social-www.forbes.com

Results & Impact Highlights

Example: LinkedIn Campaign Performance

Followers increased by 20.4% (from 2,897 to 3,488)

Engagements increased by 67.9%

Reach increased by 19.5%

Posts increased by 137%

Engagement rate increased by 68.1%

Membership grew from 3,664 to 4,999 in one quarter

Example: Event & Content Impact

17% increase in event attendance since joining the team

21% growth in number of events executed

Supported 34 speakers from 34 different companies

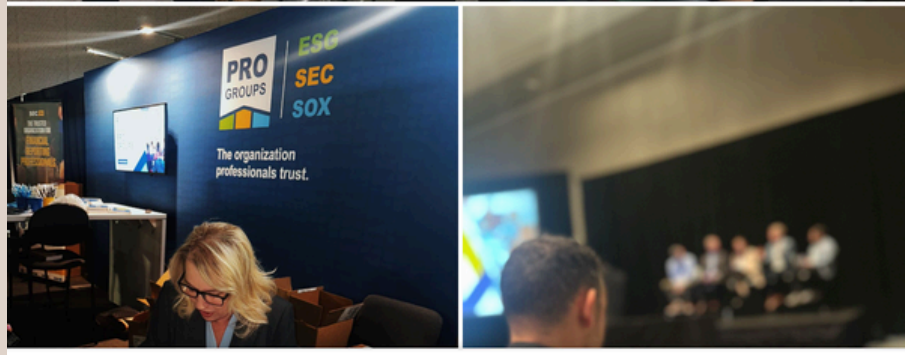
Social Media Graphics & Captions

Looking back on an unforgettable time at Workiva Amplify in Denver! 🎉 Our SEC Pro meetup was a huge success, with a special section dedicated to SEC Pro members during our session. It was incredible to connect with so many passionate professionals, share insights, and strengthen our community.

A special highlight was having the amazing Cynthia Cooper at our booth, signing copies of her book and inspiring us all with her incredible story. 📖 ✨

Thanks to everyone who joined us—it was an event to remember! Looking forward to the next one!

#SECPro #WorkivaAmplify #CommunityRecap
#CynthiaCooper #DenverMeetup



SEC PRO

10-K DISCLOSURE PREP:
Latest Trends in SEC Disclosure

Preparing for your 10-K?
Get the help of SEC Pro's guests
Paula Hamric (BDO), Alan J. Wilson
(WilmerHale), and Chelsea Hall (SEC
Pro & Workiva), who will share
insights and answer questions.

📅 **DECEMBER 19**
📍 **VIRTUAL: 11 AM CT**
📄 **1 CREDIT**

REGISTER NOW

PART OF **PRO GROUPS**
SEC PRO ESG SOX

PRO GROUPS

INTERNATIONAL
VOLUNTEER DAY

Pro Groups



ONE WEEK AWAY!

WEBSITE REFRESH

JAN 31

progroups.org

🎉 Amplify brought our entire Pro Groups community together, and it was nothing short of spectacular! Across SEC Pro, ESG Pro, and SOX Pro we saw an incredible exchange of ideas, best practices, and strategies. This session underscore the value of community and collaboration in our professional journey.

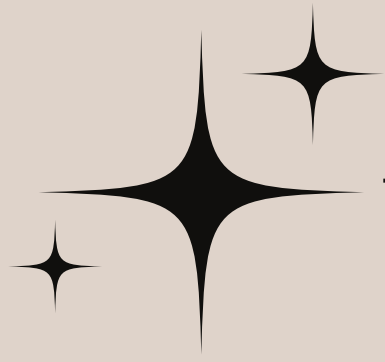
Thank you to all who attended and shared their expertise. Here's to amplifying our knowledge and impact!

Register now to virtually attend the replay session! <https://ow.ly/B2mH50TImNn>

#ProGroups #Amplify2024 #Community
#ProfessionalGrowth



Events



From nonprofit fundraisers to corporate panels and community festivals, I've planned and supported events of all sizes. My experience includes coordinating run-of-show logistics, managing speakers and vendors, creating branded content, and ensuring every detail delivers a polished, meaningful guest experience.



Foundation Derby
Fundraiser



Customer
Appreciation Dinner



Panorama Teen Zone



Pro Groups Session
at Workiva Amplify



Brand Activation
Booth

Platforms & Tools

Marketing & Email

Marketo, Higher Logic, Mailchimp, HubSpot

Social Media & Content

LinkedIn, Instagram, Facebook, TikTok, X, Canva, Gemini, Wistia, Meta Business Suite

Analytics & Optimization

Google Analytics, Hootsuite, SEO basics

Events & Communication

Zoom, ON24, Eventbrite, Calendly, Slack

Project & File Management

Google Workspace, Microsoft Office, Monday.com

Design & Editing

Adobe Creative Cloud, CapCut

◆ Professional Skills

Content Creation & Branding

I create clean, on-brand content—from blogs to social posts—and helped lead a full brand refresh for Pro Groups, updating visuals and messaging across platforms.

Email Marketing

I've built campaigns in Marketo, managed email calendars, and used analytics to improve timing and content that drives engagement and event signups.

Event Planning

I've coordinated in-person and virtual events with 30+ speakers and 150+ guests, handling logistics, promotion, and the full guest experience.

Social Media Strategy

I develop content strategies that align with brand voice and audience goals, especially on LinkedIn. My approach combines consistent posting, real-time storytelling, and performance insights to drive authentic engagement. ◆◆

◆ Personal Skills

Multitasking

I'm used to balancing school, internships, schedules, and events—staying organized and showing up for everything with focus and follow-through.

Fast-Paced Environments

I work best when things are moving. Tight deadlines, busy event days, and shifting priorities don't stress me, they motivate me.

Attention to Detail

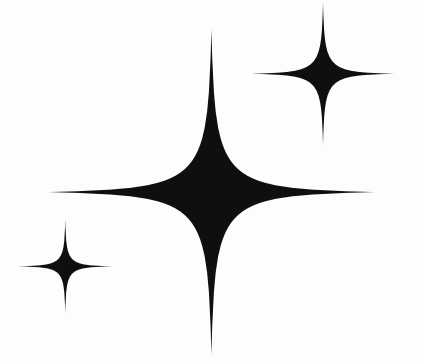
From branded content to speaker logistics, I care about the little things that make a project polished, clear, and professional.

Communication

I collaborate with sponsors, speakers, execs, and teammates every day. I'm clear, kind, and always keep things moving forward. ◆◆



Let's Work
Together!



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in <https://www.linkedin.com/company/prime-era-services/>