



CARRIE MARKS

PUBLICATIONS MANAGER

Email: cmarks@coastalscience.com

PROFILE

Ms. Marks is a creative communications manager with 25 years of experience providing innovative design solutions to develop and promote brand awareness. She uses her extensive experience in marketing, graphic design, and public relations, to provide communications support to CSE's team of scientists, engineers, and technical professionals.

As CSE's publications manager, Ms. Marks is responsible for the development of all business and consumer communications. She works closely with CSE's project team to plan, develop, and implement project reports, proposals, qualifications packages, presentations, and marketing collateral. Ms. Marks also supports CSE's clients to develop and implement public outreach and educational strategies to advance awareness and positive responses to coastal engineering solutions.

Prior to joining CSE Ms. Marks worked for nine years as marketing director and six years as web development manager in the financial services industry. She has also been a professional graphic designer for 25 years with experience in print, web, social media, packaging, corporate identity, and video production.

PUBLIC OUTREACH EXPERIENCE

Designs, develops, and produces a project fact sheet and progress newsletter that informs and educates coastal communities about CSE's projects. Ms. Marks works with local government officials to integrate their branding and communication style into an accessible, user-friendly product that promotes the benefits of beach management and keeps the public informed about project progress.

Created a brochure that is used by CSE clients to promote and inform the public about impending beach nourishment projects. This publication is customized with a town's branding style and addresses common questions and concerns that tourists and property owners have about beach nourishment.

Designed and developed videos, graphics, and PowerPoint shows to support CSE project managers in city government meetings, town public meetings, and industry conferences.

EDUCATION

BS. Marketing, Bellevue University

AS. Graphic Communications, Art Institute of Pittsburgh

MEMBERSHIPS

Society for Marketing Professional Services

PROFESSIONAL SKILL SET

- Marketing and Brand Management
- Media and Public Relations
- Award-winning Graphic Design
- Website Design
- Project Management
- Strategic Planning and Analysis
- Quality Assurance and Control
- Insurance Management
- Contractual Documents

SOFTWARE SKILLS & EXPERIENCE

- Adobe® Creative Suite
- Adobe® Premier Pro (video editing software)
- Microsoft® Office Suite
- HTML and CSS programming
- Social media (Facebook, LinkedIn & Twitter)

COASTAL PROJECT REPORT EXPERIENCE

Nags Head (NC) Beach Renourishment

Buxton (Dare County, NC) Beach Nourishment

Hunting Island (SC) Renourishment & Groin Construction

Pawleys Island (SC) Beach Renourishment

Sea Island (GA) Beach Nourishment

Arcadian Shores (SC) Beach Renourishment

Myrtle Beach Annual Monitoring, South Carolina

Edisto Beach Annual Monitoring, South Carolina

Kiawah Island Annual Monitoring, South Carolina

Isle of Palms Annual Monitoring, South Carolina