



# CAROL BROOKS BALL

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C: 978-764-5555

[carolbrooksball@gmail.com](mailto:carolbrooksball@gmail.com)

[linkedin.com/in/carolbrooksball](https://www.linkedin.com/in/carolbrooksball)

## PROFESSIONAL SUMMARY

Award-winning writer, editor, and digital marketing professional with demonstrated expertise in communications, digital strategy for brands, social media, content and graphics creation, and training and managing staff. What can I do for your organization?

## SPECIALIZED SKILLS

Social Media:	Facebook Power Editor, Facebook Ads Manager, Twitter for Business
Website/CMS:	Wordpress, Adobe InDesign, HTML, CSS, Dreamweaver
Graphic Design:	Adobe Photoshop, Canva, Canva for Work, Pixler, PicMonkey, Quozio
Video Creation:	Camtasia, Animoto, Adobe Spark, Snagit, Lumyer
Analytics:	Sprinklr, Spredfast, Google Analytics
Email Marketing:	Teradata (Aprimo), Salesforce Marketing Cloud, HTML/Responsive HTML email
Project Management:	Teamwork, Microsoft Office Suite, Google G-Suite

## PROFESSIONAL EXPERIENCE

### CBB Digital Marketing, Topsfield, MA

2018-present

#### Principal

Digital marketing consultant to small business owners looking to create and/or maximize their online presence and engagement. Specializing in website and social media content creation, video production, and online advertising.

### AARP Massachusetts, Boston, MA

#### Director of Digital Media

2016 - 2018

Led digital marketing communications and oversaw corporate brand presence for the Massachusetts state office of AARP, which serves 800,000 members age 50+ in the state through advocacy, community outreach, and communications efforts.

- Developed and executed a comprehensive digital marketing and communications strategy, encompassing organic and paid social media, email marketing (averaging 25 percent open rates), and blog content for the state website, consistently meeting targeted campaign priorities.
- Achieved 18-25 percent audience engagement rates through monthly paid advertising campaigns on Facebook and Twitter, with low cost-per-click (CPC), and increased followers and brand presence.
- Created original graphics for social media, email marketing, and state website, regularly sharing graphics and collaborating with colleagues from AARP state offices nationwide.
- Hosted, produced, and edited Facebook Live and Twitter Chat sessions, and created video multimedia content for YouTube, Facebook, and Twitter, resulting in low cost and high video views and engagement.
- Taught digital media "101" (best practices, video creation and production, website content creation and curation) to colleagues and AARP leadership, resulting in greater understanding of digital necessity.

#### Senior Digital Media Strategist

2013 - 2016

- Successfully lobbied the national office staff for a social media graphics creation program to support Communications Directors in all AARP state offices; after a 3-month pilot, program became a permanent nationwide program.
- Effectively navigated AARP's highly-matrixed environment, working collegially with multidisciplinary teams including government affairs and campaigns, marketing, general counsel, and more.

**SCHOOL FAMILY MEDIA, INC., Schoolfamily.com, Wrentham, MA**

**2011 - 2012**

**Website Editor-in-Chief**

- Attracted new advertisers after revitalizing [SchoolFamily.com](http://SchoolFamily.com), a health, wellness, and learning website for parents of school-age children, working from wireframe level and up with teams from web development, design, and marketing departments.
- Refreshed website content, and added new website content sections (e.g. [Social/Emotional](#)), by building and managing a cadre of regular freelance writers and columnists, assigning stories, and editing content.
- Gained new subscribers after leading the redesign of a twice-monthly newsletter emailed to then-40K subscribers.
- For advertising sponsorship opportunities, led the design, prototyping, and creation of a food-themed, meal-planning and [recipe-sharing website](#) for parents.

**MELROSE FREE PRESS, GateHouse Media, Melrose, MA**

**2009 - 2011**

**Senior Editor (print/web)**

- Produced regular comprehensive online and print coverage of breaking news, municipal government, schools, and lifestyle through experienced news judgement and editorial decision-making, and management of full-time journalism staff and freelance writers.
- Grew an active email subscriber base by creating “Breaking News Alerts.”
- Met all publishing deadlines working with photography, pre-press, production, and design staff.
- Made the newspaper and brand accessible by leading editorial advisory board meetings in community to discuss editorial strategy with city leaders, elected officials, senior school administrative staff, heads of local nonprofits and cultural organizations, and city residents.

**EDUCATION**

[Digital Marketing Certificate](#), American Graphics Institute, Woburn, MA  
Bachelor of Arts (B.A.), University of Southern Maine, Portland, ME

**HONORS/AWARDS**

- Nominated for the AARP Community, State, and National Group award for “Communications Excellence,” 2017.
- “Investigative Reporting Award” from New England Newspaper and Press Association (NENPA), 2010, for unveiling senior management awareness of child-sexual abuse by staffer at the Melrose Family YMCA.
- “Investigative Reporting Award” from New England Newspaper and Press Association (NENPA), 2009, for exposing fraud by a candidate running for state legislature.
- “Top News Story” award in company-wide editorial contest, for interview done with 9/11 survivor.
- “First Place, Best Newspaper” award from the New England Press Association (NEPA); and winner of 7 NEPA awards for: Editorial Writing (2), Coverage of a Racial/Ethnic Issue, Serious Columnist, Education Reporting (2), and History Reporting.

**PROFESSIONAL MEMBERSHIPS**

- Social Media Examiner - Social Media Marketing Society (charter member)
- Society of Professional Journalists
- Private Facebook Groups: Social Media Brainstorming; Nonprofit Social Media Storytelling; Canva’s Inner Circle; Animoto Social Video Marketing Community

**VOLUNTEER ACTIVITIES**

- Certified Therapy Dog Team (with my golden retriever, Ryder) through Pets and People Foundation, Inc.