

Caroline Quintanilla

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Objective -

To share my love of the outdoors, using my people, organizational, and marketing skills

Skills -

- Client/donor relations, event planning, public speaking, volunteer management
- Financial data, database development, office administration, business communications
- Marketing services, print & web design, social media and computer applications training

Accomplishments -

- **Communications** – Provided camper and donor relations, volunteer coordination, event planning, and administrative services for a year-round non-profit camp for eight years. Using InDesign, wrote stories, edited, laid out copy, and bulk mailed the camp's eight-page bi-annual tabloid format newspaper with a circulation of 4,500 for eight years. Wrote and designed up to 15 advertisements for each issue. Organized up to 10 weekend and week-long retreats and camps for adults, families, and children annually for six years. Lead retreats, workshops, and activities. Wrote and recorded news and public service announcements for the local radio station. Maintained deadlines and managed time to accomplish tasks.
- **Data Management** – Maintained financial records using Quickbooks and prepared taxes for a variety of clients as a staff accountant for a CPA firm and a self-employed bookkeeper. Using Word and OpenOffice, wrote business letters and reports, membership brochures, and donor letters sent to 3,000 supporters. Designed and maintained an Access donor and camper registration system with over 7,000 records. , maintained and used mailing lists from the data. Maintained the integrity of data, organized and developed office systems for a variety of businesses and non-profit organizations.
- **Marketing & Web Development** – Provided seminars and individual training to local businesses and organizations in social media marketing, search engine optimization, photo editing, computer applications and services. Created online newsletters, developed websites using both HTML and content management systems, Facebook pages, Twitter profiles, and local listings for a variety of small businesses. Served as Project Manager for a 5-member web development team creating a Drupal website for an international non-profit organization. Networked, developed relationships, and assisted businesses to build their organizations.

Education & Training -

- Santa Rosa JC (online) - HTML Content Developer 2011, Web Graphics Projects 2011, Design 2012
- Toastmasters International – Competent Communicator 2011
- Leave No Trace – Trainer 2009
- American Canoe Association – Level 2 Canoe Touring Instructor 2008
- American Red Cross – Lifeguard, CPR, First Aid, CA Childcare Provider (Camp Nurse) 2003
- University of California, Los Angeles Extension – Accounting 1986