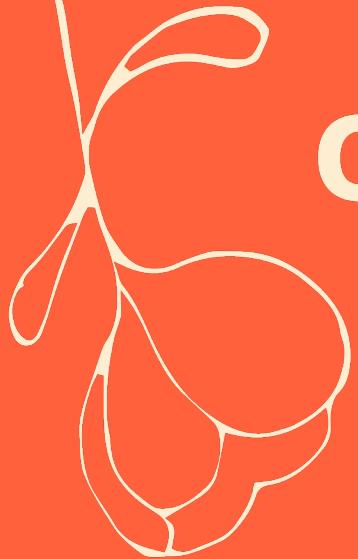


PORT FOLIO

caroline fenner

carolinefenner.com





CAROLINE FENNER

hello.

Caroline Fenner is a Senior Art Director with multidisciplinary skills in design, marketing, and art direction. She is capable of producing quality results in a fast-paced environment.

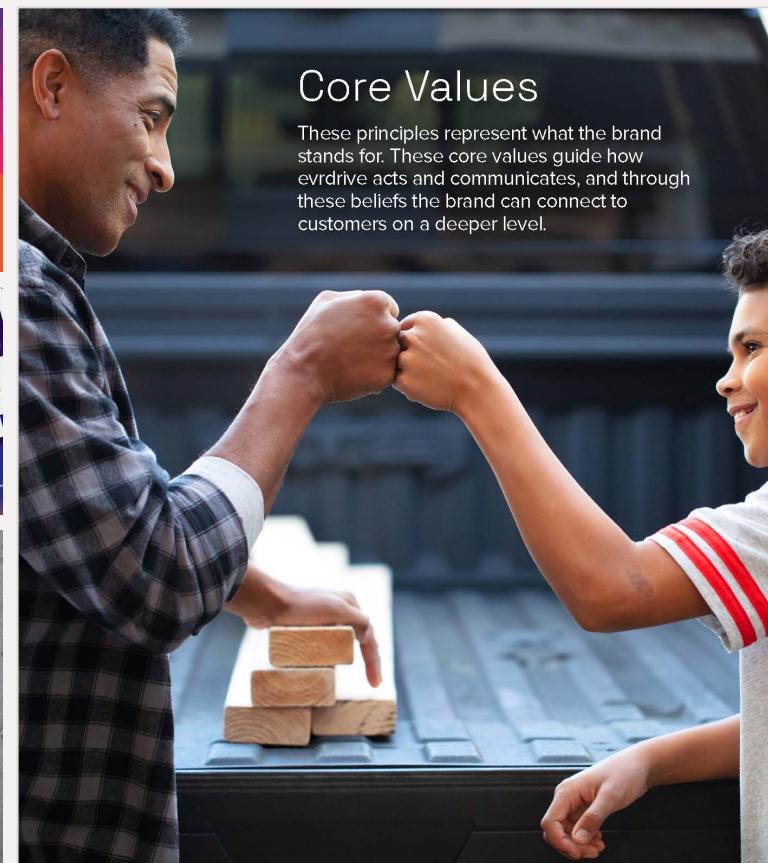
Caroline has a strong passion for research which gives her a deep awareness of what is trending, coming back, and around the corner in the art world. She is a witty and positive people person which is evidenced by her love of music festivals and finding unique places to dance in every corner of the world.

SEEDS

MARKETING+DESIGN

Work

- art and creative direction
- storytelling
- video production
- storyboarding
- creative strategy
- design
- adobe creative suite



Core Values

These principles represent what the brand stands for. These core values guide how evrdrive acts and communicates, and through these beliefs the brand can connect to customers on a deeper level.

Trust

We earn our customers' trust with honesty and transparency, and we keep it with service, support, and protection after their purchase.

Innovation

We believe there's a better way to buy a car, so we're not afraid to embrace new ideas or come up with a few of our own.

Customer Experience

Less pressure and sales pitch, more ease and convenience. We offer customers an intuitive, hassle-free car-buying journey from beginning to end.

Operational Excellence

We want customers to expect the best – that everyone from Reconditioning Techs to CXC Advisors are on the top of their game.

Culture

To deliver a brand-new experience we need a brand-new attitude. Everyone at evrdrive is flexible, collaborative, and cares about the customer.

Empowerment

At evrdrive the customer is in control. Our job is to give them the tools and resources to help them find the perfect vehicle for their lifestyle.

ROLE

Senior Art Director

January 2023-Present

DETROIT INSTITUTE OF ARTS

Work

design adobe creative suite

print and digital materials

traditional and event marketing

windows environment exhibition

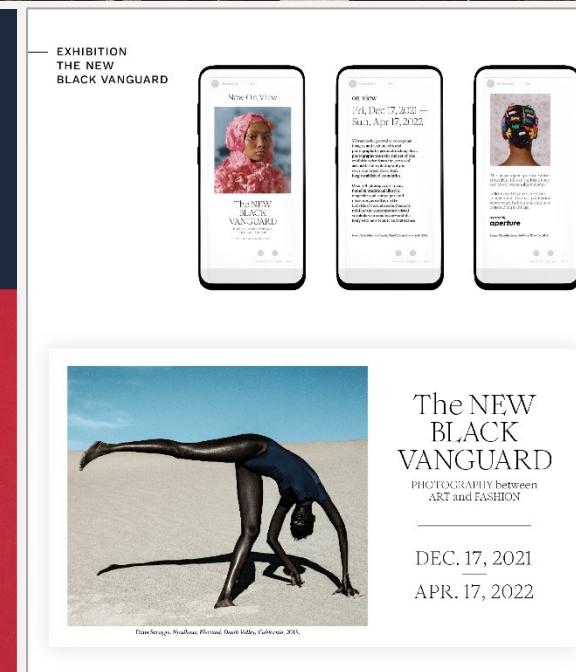
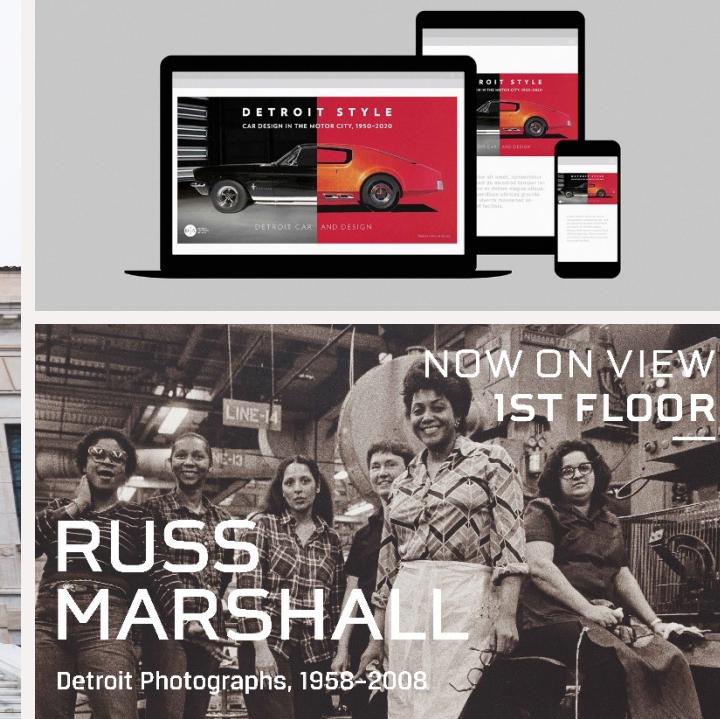
art and creative direction

video production storyboarding

ROLE

Graphic Designer

March 2020-January 2023



CENTIGRADE

Client Work

design adobe creative suite

print and digital materials

traditional and event marketing

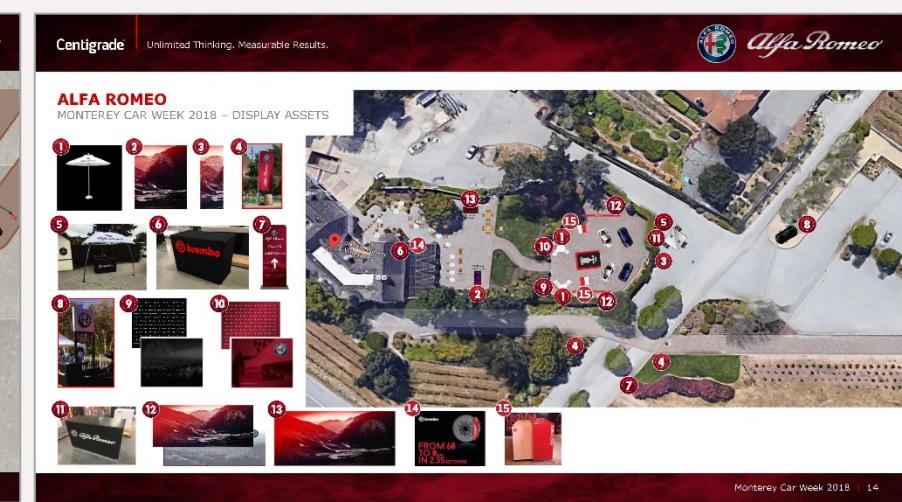
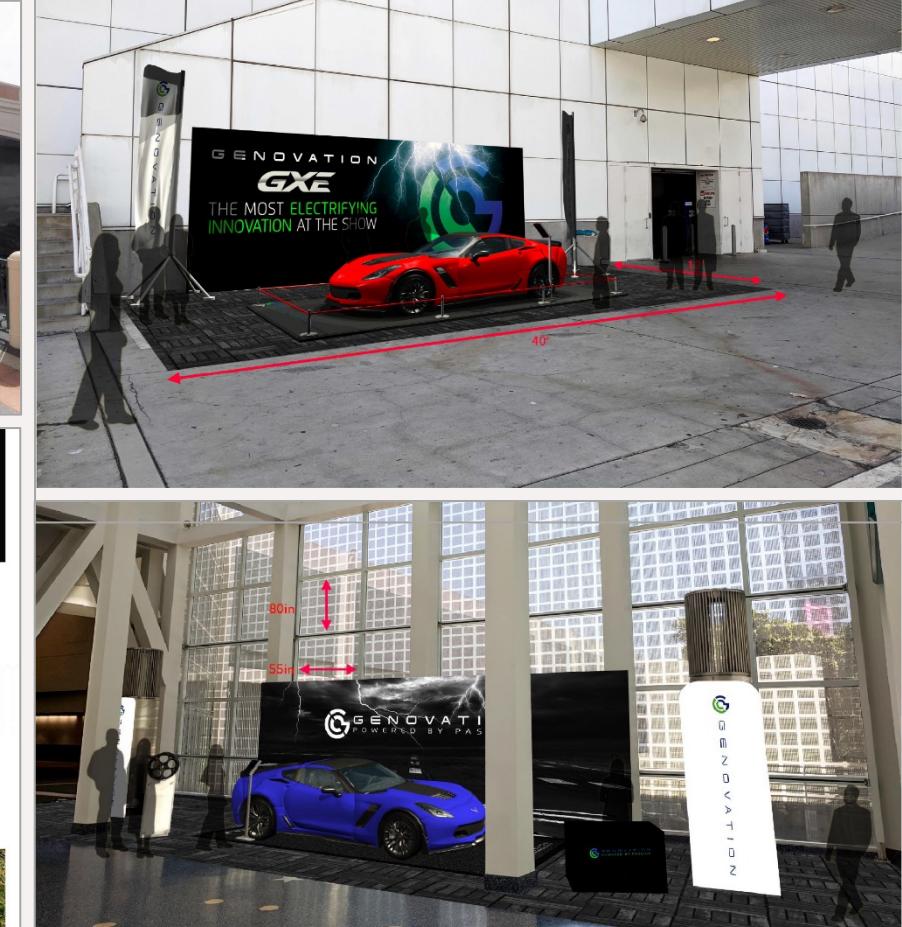
windows and mac environments

art and creative direction 2D and 3D

ROLE
Lead Graphic Designer
May 2019-March 2020

Junior Designer
September 2017-May 2019

Intern
October 2016-August 2017



CENTIGRADE

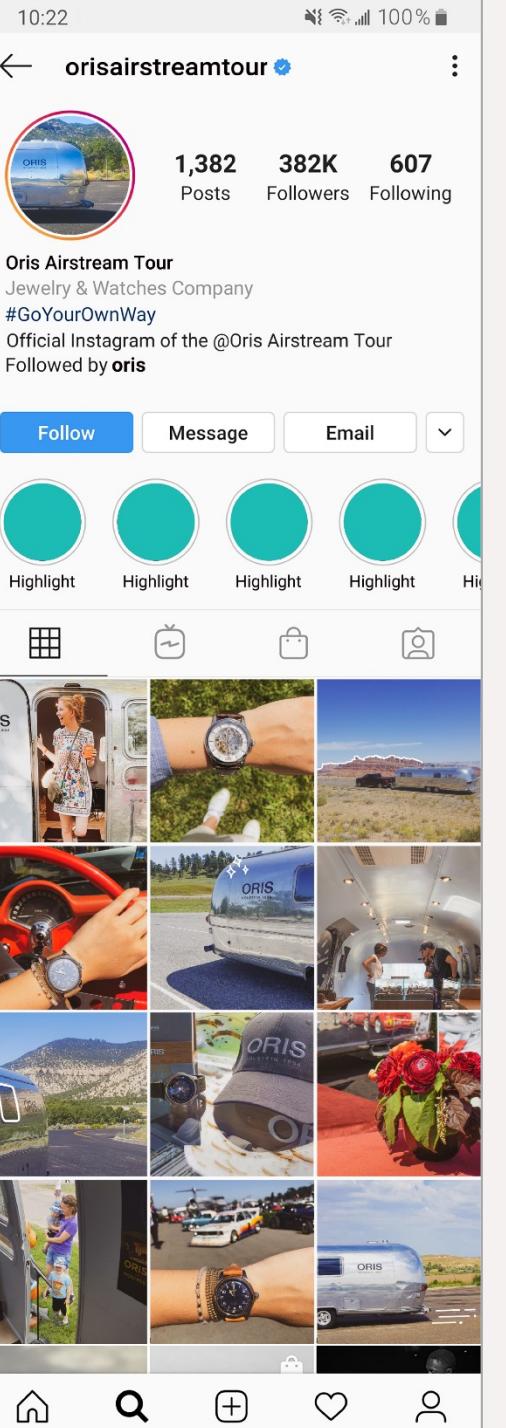
Client Work

- social media production
- animation
- social media management
- video production

ROLE
Lead Graphic Designer
May 2019-March 2020

Junior Designer
September 2017-May 2019

Intern
October 2016-August 2017



CENTIGRADE

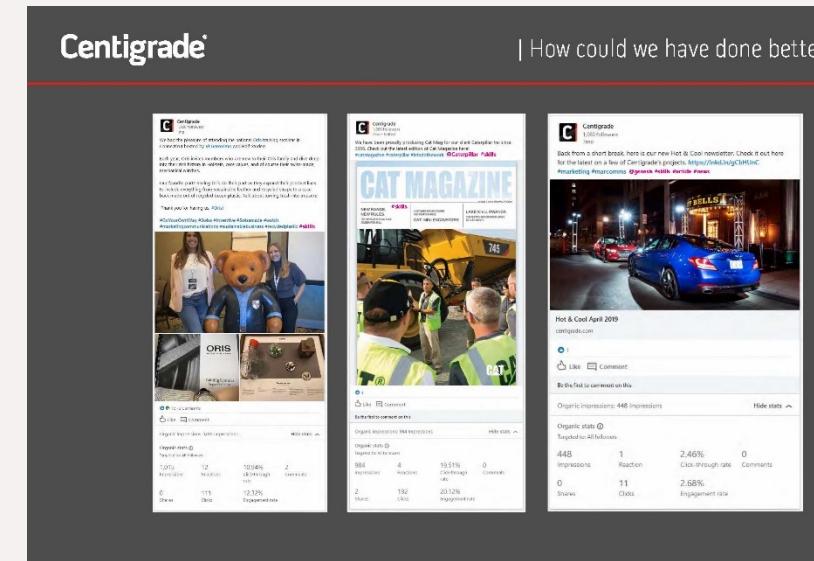
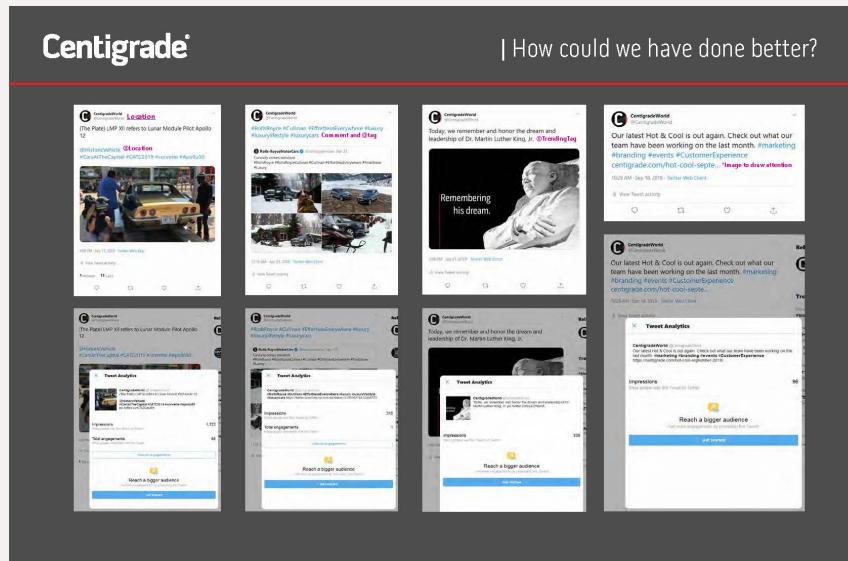
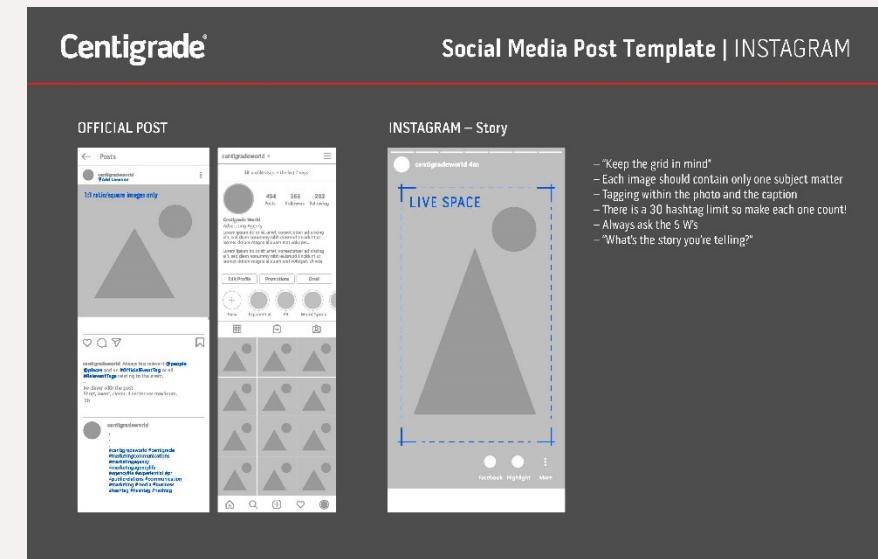
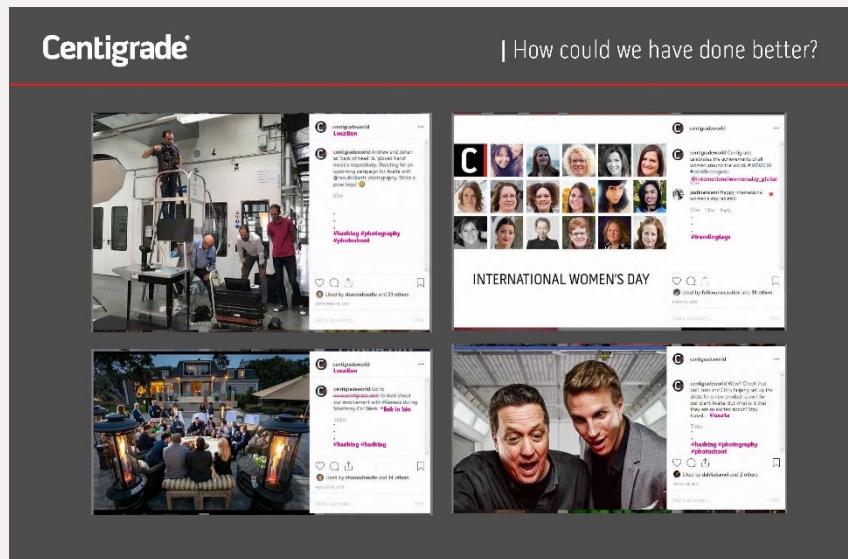
Client Work

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- social media management
- video production

ROLE
Lead Graphic Designer
May 2019-March 2020

Junior Designer
September 2017-May 2019

Intern
October 2016-August 2017



- “Keep the grid in mind”
- Each image should contain only one subject matter
- Tagging within the photo and the caption
- There is a 30 hashtag limit so make each one count!
- Always ask the 5 W’s
- “What’s the story you’re telling?”

PROJECT COOKIE JAR



noun

a metaphor (created by me) for
projects that have exceeded
goal expectations and pushed
creative boundaries.

SEEDS MARKETING+DESIGN

ROLES | SEEDS MARKETING+DESIGN

Senior Art Director
Creative Strategist

DETAILS

The challenge was to create a stellar RFP for Volkswagen Group of America of video content to educate VW car owners on how to use the features in their cars. The goal was to produce and deliver videos to show our agency's proof of concept.

Utilizing my research on recent studies and work groups on the best practices for how people learn from an educational video, we were able to use these found practices within our video production.

results +

- › 4-5 final video cuts of key “How To” topics within the proposed improvement of the myVW app.
- › RFP presented the video content within the context an improved mobile app.
- › Improved internal video production processes within a timely deadline.

ASIAN PACIFIC AMERICAN HERITAGE MONTH (APAHM)

ROLES | DETROIT INSTITUTE OF ARTS

Marketing Project Manager
Graphic Designer

DETAILS

The Detroit Institute of Arts Programming department asked for a flyer to promote their APAHM events.

This occurred during the hate against Asian communities in 2021. In light of this, I chose to deliver a full Branding Identity Package. The branding expanded into social media graphics and ads to promote the events. In 2022, I led the Marketing project for APAHM. With the new branding, this led to expanded signage and digital materials to support the program.

results +

- › A recognizable branding identity to support all APAHM digital events occurring during the COVID-19 pandemic shutdown in 2021.
- › Increased attendance to events online and in-person for 2021 and 2022.
- › Increased engagement and impressions on social media.
- › Program events were shared with the City of Detroit's social media channels.
- › Improved internal collaboration and production processes.

BLACK IS BEAUTIFUL + THE NEW BLACK VANGUARD

ROLES | DETROIT INSTITUTE OF ARTS

Graphic Designer

DETAILS

Black Is Beautiful: The Photography of Kwame Brathwaite and *The New Black Vanguard* were two traveling photography exhibitions by Aperture on view in consecutive order.

The usual creative collateral suite was created to support the exhibitions, but it was imperative to distinguish the storyline between the two exhibitions. *Black Is Beautiful* celebrated African American beauty and independence. *The New Black Vanguard* celebrated young, black photographers who are pushing the boundaries of black beauty.

results +

- › 17% of visitors were African American which is one of the highest numbers for a photography exhibition.
- › Successful Marketing strategy between the two exhibitions. The NBV led to high-profile reposts on Instagram.
- › The first internal collaboration project to create an exhibition trailer which improved and streamlined video production processes.
- › Positive reception for both exhibitions online and in-person.

CENTIGRADE SOCIAL MEDIA TEAM

ROLES | CENTIGRADE

Social Media Manager
Graphic Designer

DETAILS

I launched the first social media team for Centigrade which was comprised of 3 members.

The goal was to improve the marketing agency's online presence and to improve the quality of the content. The social media channels were original under the CEO's control but did not have any solid purpose.

results +

- › A recognizable branding identity to support all APAHM digital events occurring during the COVID-19 pandemic shutdown in 2021.
- › Increased attendance to events online and in-person for 2021 and 2022.
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