

version 5.1.1

caroline fenner <studio>

Portfolio

Caroline Fenner

[.. /about caroline fenner](#)

I'm Caroline - a strategically minded Art Director, Designer, and Photographer. With over 8 years' experience my passion is in creating and building brands through authentic design. I've been lucky enough to work with a wide range of clients from small startups, nonprofits, established luxury automotive brands, and all the way to Detroit's leading cultural icon, the Detroit Institute of Arts. I have a strong passion for research which gives me a deep awareness of what is trending, coming back, and around the corner in the art world. You'll likely find me dancing at a local electronic show or brainstorming my next photoshoot.

tl;dr

I've worn a ton of hats across different industries, love breaking rules to push brands to the next level, and I'm obsessed with research, design, and telling stories about the world around us--basically, I'm a creative powerhouse.





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portfolio

project cookie jar

360 campaigns

Moceri Companies

Work

art and creative direction

design storytelling

photography production

adobe creative suite

brand identity advertising

creative strategy

creative management

floorplan design

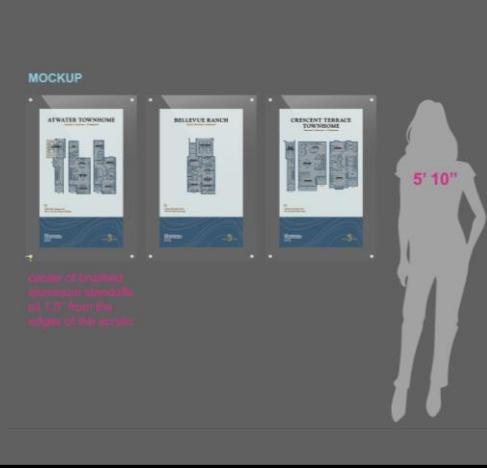
luxury real estate marketing

3D rendering

Role:

Visual Content Production Manager

May 2024-November 2024



AQUAVISTA #1 TOWNHOME

Townhome | 4 Bedrooms + 3 Bathrooms



2,598-2,615 Square Feet
One Car Attached Garage



Room dimensions, materials, design features, finishes and specifications are subject to change without notice or obligation. Renderings and photographs are intended to provide a general "look and feel" and are not intended to represent the finished product. The floor plan layout will be reversed in some building locations.

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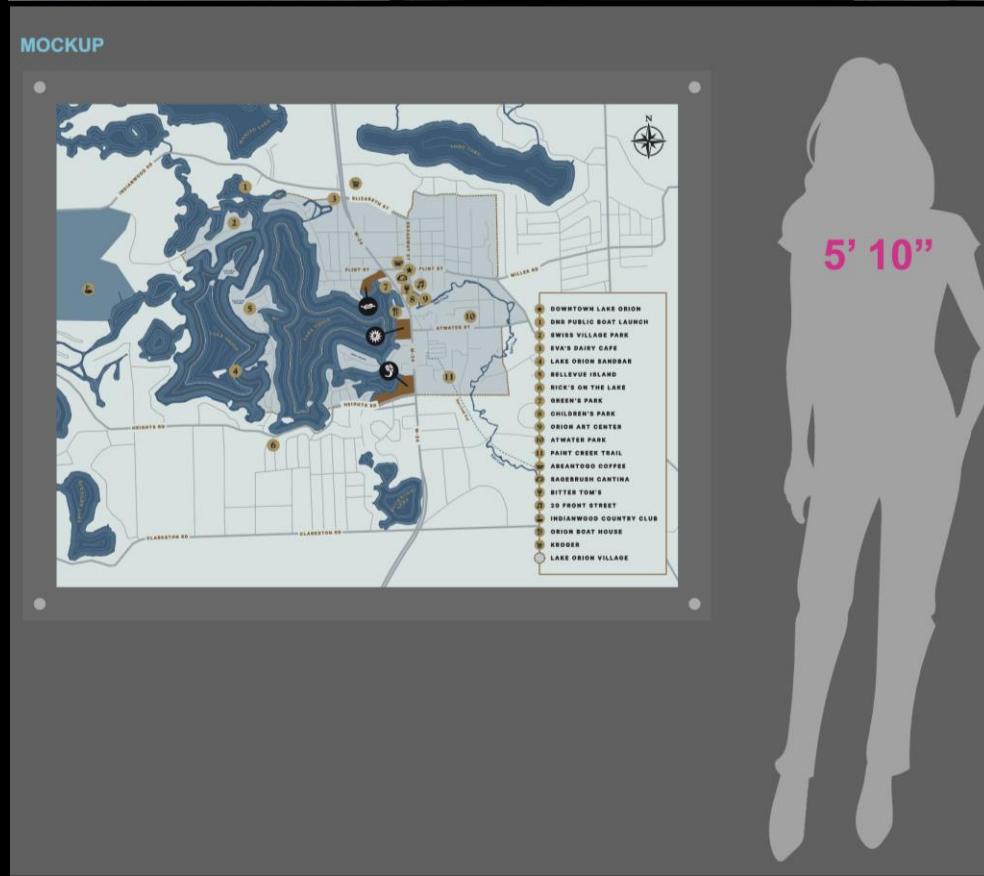
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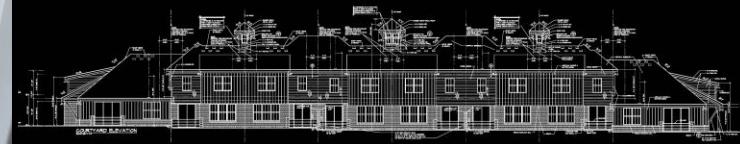
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Visual Content Production Manager

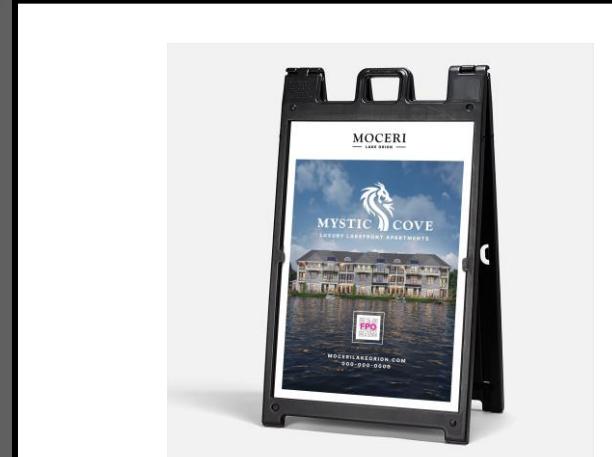
May 2024-November 2024



MOCERI



Creative Housekeeping
Parkevay Leasing Team
Marketing Creative
v10.24.2024



Moceri Companies

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Role:

Visual Content Production Manager

May 2024-November 2024



seeds Marketing+Design

Client Work

art and creative direction

design storytelling

photography production

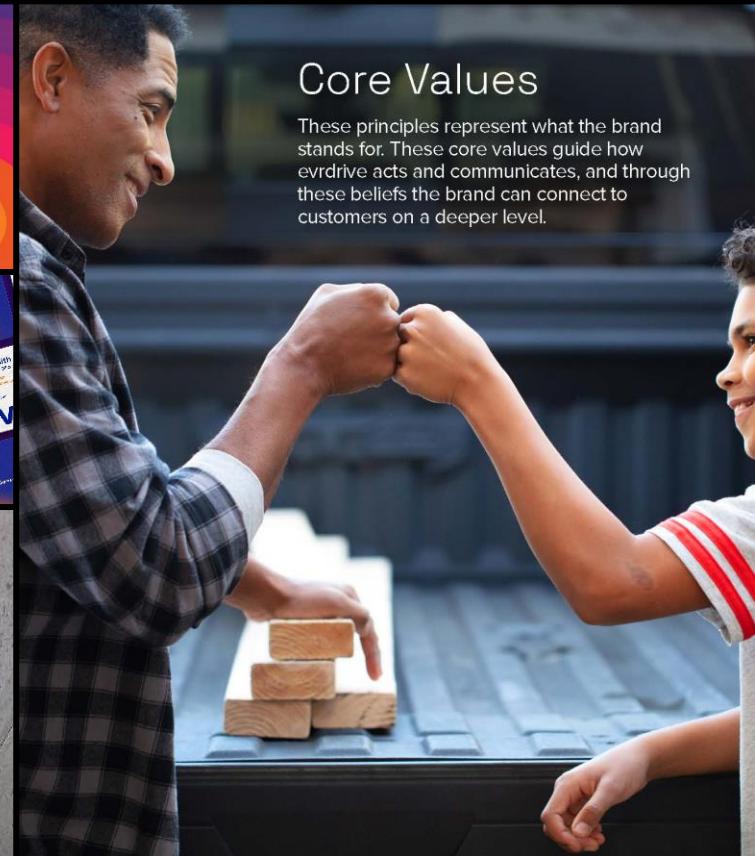
adobe creative suite

brand identity advertising

creative strategy

video production

storyboarding



Role:

Senior Art Director

January 2023–February 2024

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.

seeds Marketing+Design

Client Work

art and creative direction

design storytelling

photography production

adobe creative suite

brand identity advertising

creative strategy

video production

storyboarding

Role:

Senior Art Director
January 2023–February 2024

above & beyond
HEATING. COOLING. PLUMBING. TRUSTED & GUARANTEED.

Thornton & Grooms

touch & go

\$79

A/C Maintenance Check

Thornton & Grooms

VW MONTHLY REPORT
NOW

DECEMBER / XX / 2023

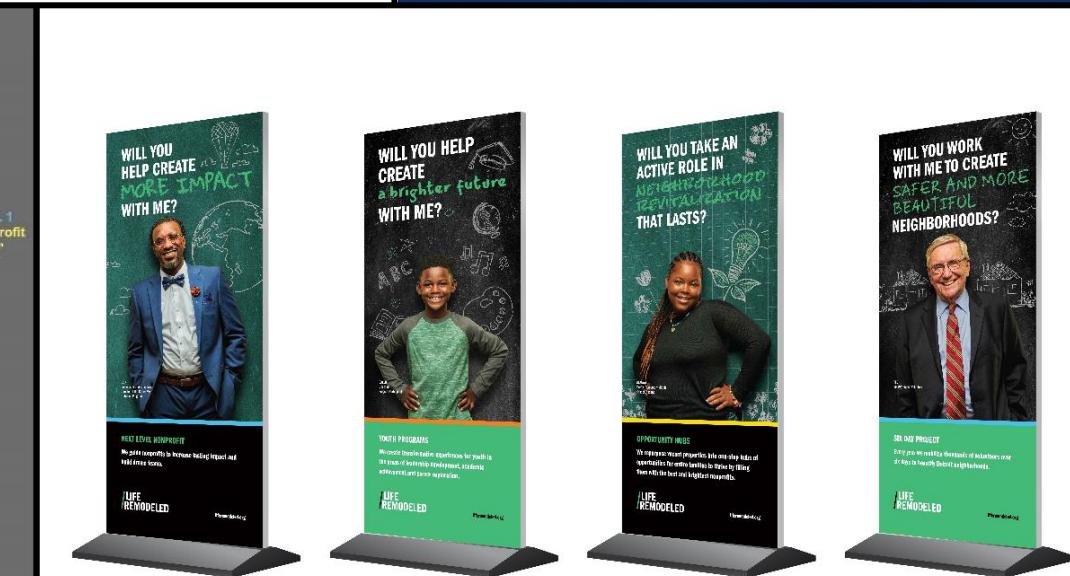
DEMOGRAPHICS

Enrollments by Dealer Role

Role	2020 YE	2021 YE	2022 YE	2023 YTD
Total Dealer Registrations (+/- Previous Month)	550	600	620	640
+5 Dealer Registrations (+/- Previous Month)			2	
DP Registrations (+/- Previous Month)			4	
GM Registrations (+/- Previous Month)			6,000 (+2%)	
Active Users - This Month (+/- Previous Month)			7,000 (+1%)	
Active Users - This Quarter (+/- Previous Month)			18,550	
Active Users - All-Time Total	550	600	620	640

Active Users All-Time: 18,550

VW NOW | V REPORT | JANUARY



Detroit Institute of Arts

Work

design

adobe creative suite

print and digital materials

brand identity advertising

traditional and event marketing

art and creative direction

exhibition storyboarding

video production

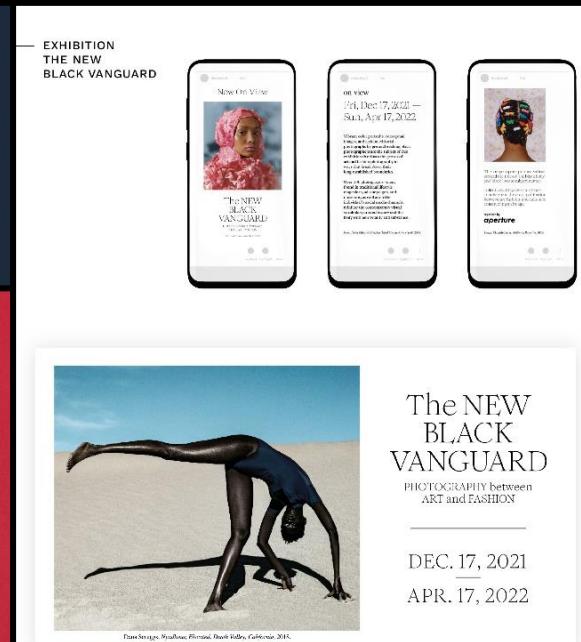
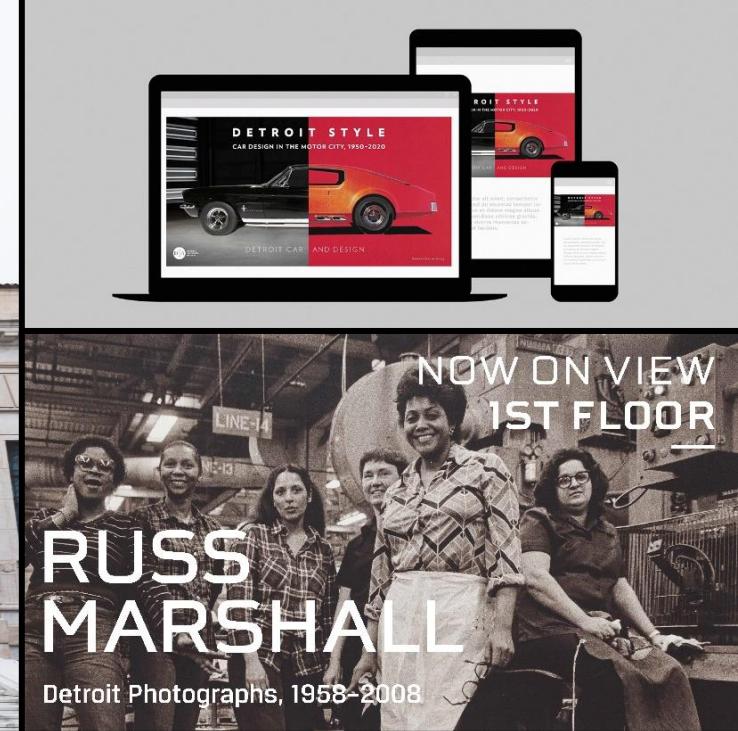
social media strategy

marketing strategy

marketing management

Role:

Lead Graphic Designer
March 2020-January 2023



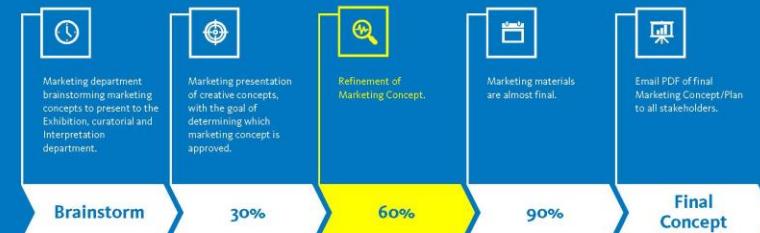
Detroit Institute of Arts

Work

- design
- adobe creative suite
- print and digital materials
- brand identity
- advertising
- traditional and event marketing
- art and creative direction
- exhibition
- storyboarding
- video production
- social media strategy
- marketing strategy
- marketing management

Role:
Lead Graphic Designer
March 2020-January 2023

CONCEPT PHASE



SOCIAL MEDIA



ELEMENTS



DETROIT INSTITUTE OF ARTS

TIMELINE - ESTIMATED

DATE	ITEM	DEPARTMENT	COLLATERAL
6/12/2022	Social Post #6 - Vincent Chin 40th Remembrance & Rededication, link to their website	Marketing	Social Media
6/9/2022	Final recap of program via SSP Weekly Email, mention upcoming June events	Marketing	Email
5/31/2022	Social Post #5 - Artist Talk Royal Dog - local artist in Grand Rapids, cater to younger audience	Marketing	Social Media
5/27/2022	Submit June Instagram Highlight Events - include Royal Dog	Marketing	Creative
5/23/2022	Social Post #4 - TATM Concert Susie Ibara	Marketing	Social Media
5/18/2022	Social Post #3 - Reminder of sponsored Lecture, include copy of co-sponsors	Marketing	Social Media
5/6/2022	Social Post #2 - Reminder APAHM Celebration to register for in-person event (image from Sharon)	Marketing	Social Media
5/2/2022	Social Post #1 - General promotion and schedule of events	Marketing	Social Media
TBD	Email - This Week at the DIA goes out	Marketing	Email
4/29/2022	Email - Dedicated / member email	Marketing	Email
4/29/2022	SSP Weekly Email with program information goes out	Marketing	Email
4/29/2022	Deadline to submit final social media schedules to Edward for Post #1	Marketing	Creative
4/22/2022	Launch New Instagram Highlights of May Events	Marketing	Social Media
4/22/2022	Deadline to set up in-museum signage of screens and tablet signs	Marketing	In-Museum Signage
4/18/2022	Send digital flyer to RAAC to share with their contacts	Programming	Email
4/18/2022	Launch APAHM Instagram Highlight w/ schedules	Marketing	Social Media
4/15/2022	Deadline for submission of all event links and information to Shannon	Programming	Website
4/13/2022	Deadline for digital flyer - goes to Shannon for emails	Marketing	Creative
Week 4/11	Press Release to go out	Marketing	Email
4/8/2022	Emily to submit photography request to shoot APAHM Celebration	Programming	Internal Form

DIA

DETROIT INSTITUTE OF ARTS

CONCEPT B | On-site Food Truck



- Food Truck
- Collaboration with Baobab Fare.
- On-site Food Truck opportunity.
- Promote menu inside of museum (concierge station, information desks).
- Add signage next to truck to promote the exhibition.
- Inquire about wrapping the food truck with Jen?

- Marketing Comments:**
- Activation sites are increasingly popular among larger cities to promote exhibitions.

ACTIVATION

Ghanaian Food Pop-Up

A celebration of Ghanaian culture with a menu takeover featuring Ghanaian food.

Project Lead(s):
Syretta Simpson
Caroline Fenner

Department(s):
Marketing



Department Name | Presentation Name or Project Name Page 11

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Centigrade

Client Work

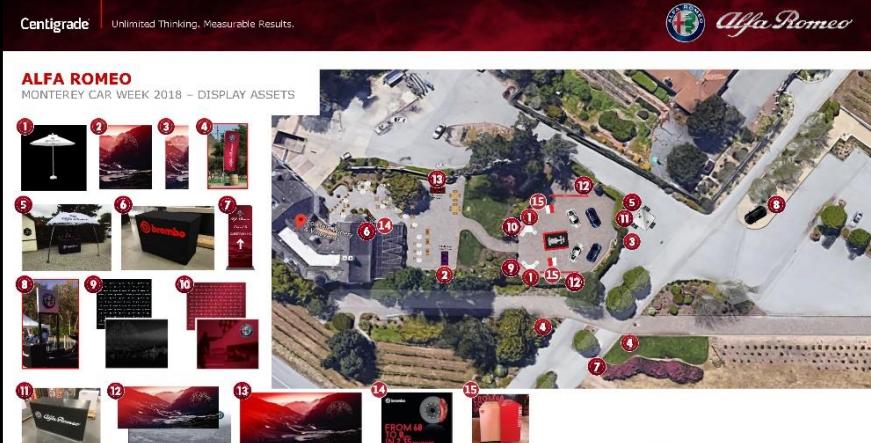
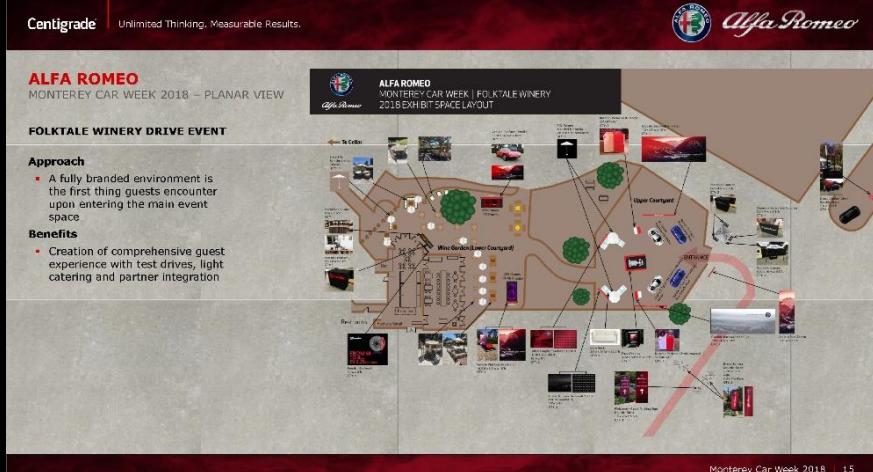
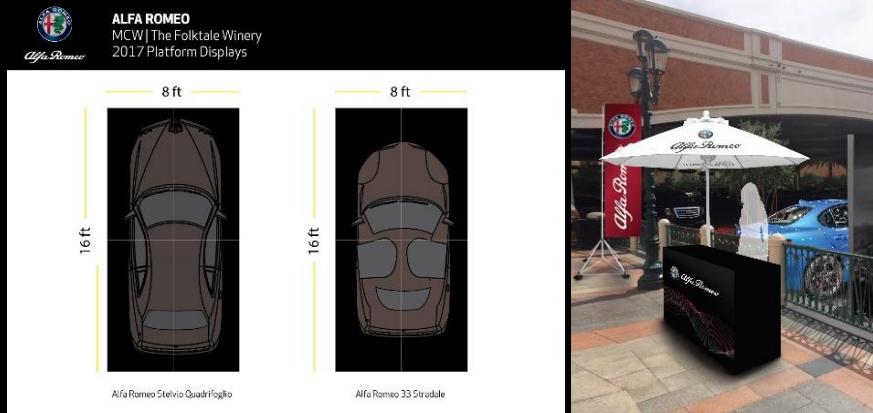
- design
- adobe creative suite
- print and digital materials
- traditional and event marketing
- art and creative direction
- 2D and 3D
- video production
- social media strategy
- social media management
- animation

Role:

Lead Graphic Designer
May 2019-March 2020

Junior Designer
September 2017-May 2019

Intern
October 2016-August 2017



Centigrade

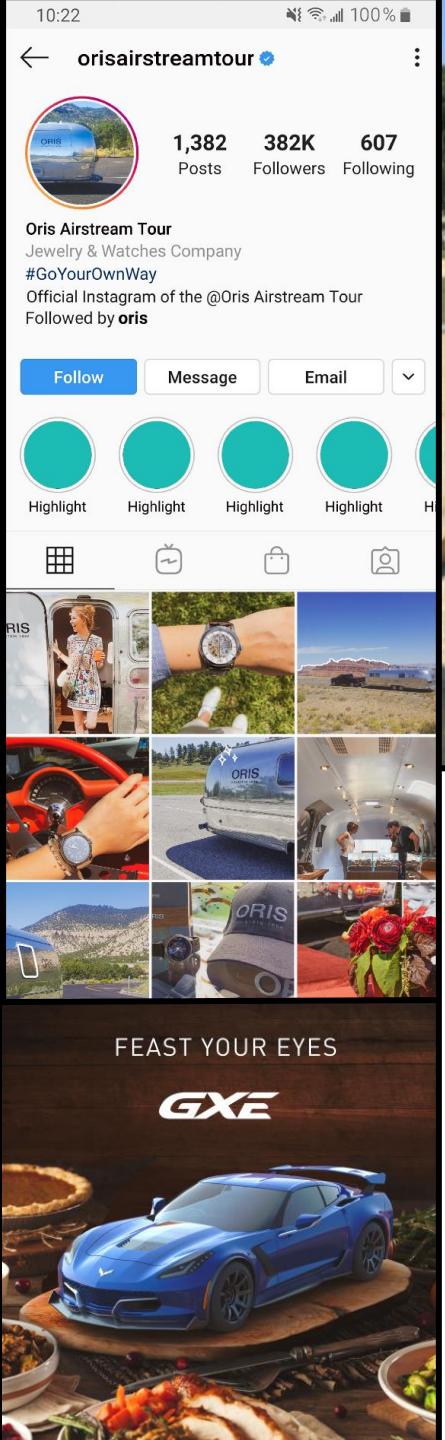
Client Work

design adobe creative suite
print and digital materials
traditional and event marketing
art and creative direction
2D and 3D video production
social media strategy
social media management
animation

Role:
Lead Graphic Designer
May 2019-March 2020

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September 2017-May 2019

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Centigrade

Client Work

- design
- adobe creative suite
- print and digital materials
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- art and creative direction
- 2D and 3D
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- animation

Role:

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May 2019-March 2020

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September 2017-May 2019

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Black Is Beautiful ***and The New Black Vanguard***

Detroit Institute of Arts
Role: Lead 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.

Asian Pacific American Heritage Month (APAHM)

Detroit Institute of Arts

Role: Marketing Project Manager (temp) and Lead 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 to 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.

Volkswagen Group of America

seeds Marketing+Design

Role: Senior Art Director and 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.



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seeds Marketing+Design

Client: Thornton & Grooms

Role:

Senior Art Director
January 2023–February 2024

C O N C E P T 2

The world inside.

This concept celebrates life's little moments that happen around the house. A constant camera placement capturing various scenes in the home will highlight changing seasons, holiday celebrations and growing children with key elements that remain consistent – a working thermostat or sink and the presence of the homeowner's trusted year-round partner, Thornton & Grooms.

TRUSTED & GUARANTEED

\$79
For the first
A/C and Heating
Service in
the valley.
ThorntonAndGrooms.com

SCRIPT
TITLE: "The Power of It."
LENGTH: :30

When it comes to your home...
We make you cool in the summer...
AND cozy when you're snowed under.
Relieve your pressure...
AND keep your water hot.
Because we fix problems...
AND help you avoid them in the first place.
We care about your comfort...
AND your peace of mind.
Trusted. Guaranteed.
Thornton & Grooms, since 1937.
(6s END CARD)

TRUSTED & GUARANTEED

\$79
For the first
A/C and Heating
Service in
the valley.
ThorntonAndGrooms.com

SCRIPT
TITLE: "Thermostat"
LENGTH: :30

When everything works, your home is your comfort zone.
A place to cool off after a day of fun in the sun.
Or warm up after dashing through the snow.
You can relax...
In worry-free comfort...
And peace of mind.
Seasons, after season, after season, after season.
Trusted. Guaranteed.
Thornton & Grooms, since 1937.
(6s END CARD)



free & clear

\$99

Drain Unclog

Thornton & Grooms

above & beyond

HEATING. COOLING. PLUMBING. TRUSTED & GUARANTEED.

Thornton & Grooms

peace & quiet

\$79

A/C Maintenance Check

Thornton & Grooms

touch & go

\$79

A/C Maintenance Check

Thornton & Grooms

rest & relaxation

\$99

Water Heater Flush & Fill

Thornton & Grooms



A young boy with short brown hair is laughing joyfully while sitting in a bathtub. He is holding a yellow rubber duck. In the background, there are white tiles on the wall and two pink starfish decorations hanging from the ceiling. The overall atmosphere is playful and fun.



Schedule your membership plumbing evaluation.

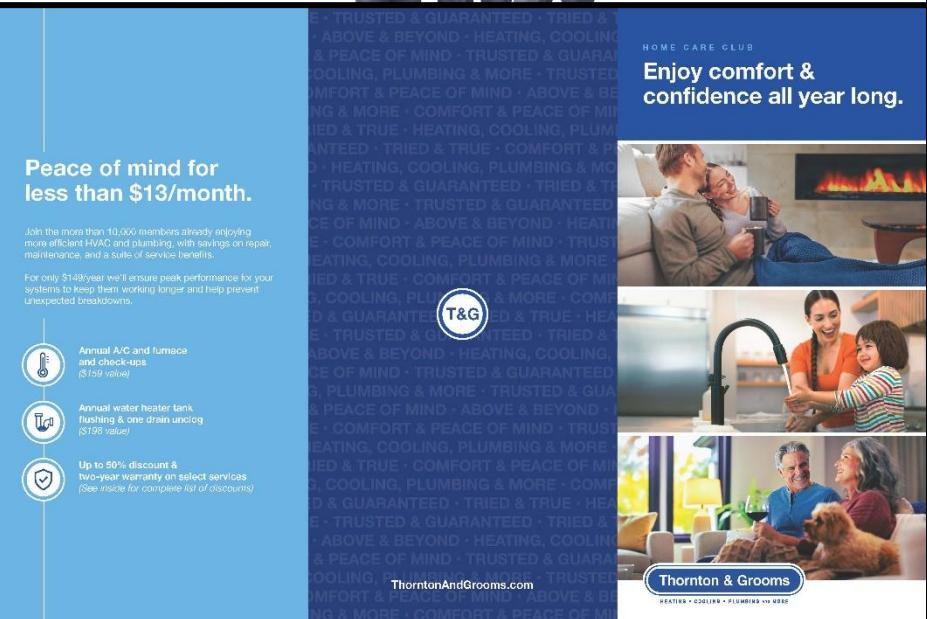
Enjoy peace of mind with service that protects your warranty and keeps your home flowing. If something comes up, we'll give you repair options to fit your budget.

- Service includes:**
- Water quality test
 - Water heater flush
 - Toilet dye test with flapper replacement*



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Sam Sample
1234 Street Name
Farmington Hills, MI 48335





seeds Marketing+Design

Client: evrdrive

Role:

Senior Art Director

January 2023-February 2024

The image is a collage of various marketing and design assets for evrdrive, showcasing the work of seeds Marketing+Design.

Customer Folder: Inside and outside views of a folder. Inside view shows the "evrdrive" logo and a QR code. Outside view features the "evi" logo and the text "Your brand-new journey begins here."

175-Point Inspection: A checklist titled "You're officially ready for the road!" with sections for "evrCheck™ Vehicle Inspection" and "Pre-owned vehicles. Brand-new peace of mind."

Step-by-Step Delivery Process:

- Step 1:** "CROSSING ALL THE T'S AND DOTTING ALL THE I'S." (1 hr) - "First thing's first: we give your application, documentation, and financing a final review to ensure everything is in order."
- Step 2:** "SCHEDULING DELIVERY ON YOUR TERMS SO YOU CAN SKIP TRAFFIC." (48 hrs) - "This can be at the customer's pace, but can be done as quickly as an hour!"
- Step 3:** "KICKING THE TIRES, LOOKING UNDER THE HOOD, YOU GET THE IDEA." (24 hrs) - "Finally, when your vehicle's ready for the road, we'll reach out to confirm your address and delivery window. That's it!"
- Step 4:** "DETAILING EVERY DETAIL SO YOUR CAR LOOKS AS GOOD AS IT DRIVES." (Right before vehicle departure) - "Steps 3/4 will start as this is being completed."

Optional Enhancements: Options include:

- OPTION #1:** \$50 gift card (customer can select from options). Examples shown: BOOMTOWN COFFEE, Mister, Chevron, THE WOODLANDS MALL.
- OPTION #2:** Customized Umbrella (\$7.85 per Umbrella, 500 quantity).
- OPTION #3:** Customizable YETI Tumbler Rambler, 16oz (\$34.10 per Tumbler, 300 quantity).

Branded Merchandise: Texas-Shaped Air Freshener, Reusable Tote Bag, and a white tote bag with the "evrdrive" logo.

Concepts: A grid of promotional concepts featuring the "evrdrive" logo and "1.9% APR for qualified buyers." Includes various media types like Social Media, Email, and Print.



Skybanners (Mockup)



evrdrive

Skybanners



evrdrive

Drive Over (mockups)

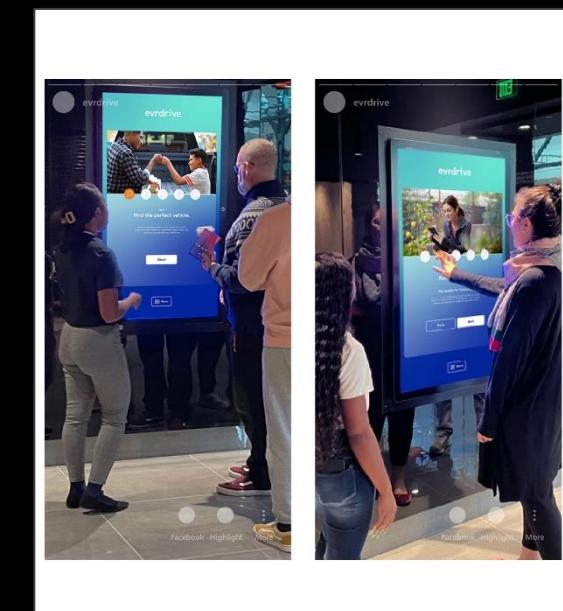


evrdrive

Premier Select



evrdrive



Lifestyle (mockups)



evrdrive

Standees (mockup)



evrdrive

Drive Over (keyframes)



evrdrive

Lifestyle (Truck)



evrdrive

Lifestyle (Truck)



evrdrive



Activity and Engagement

Commenting, replying, liking, following, retweeting, direct messaging — everything on social media that's posting is still a valuable opportunity to demonstrate our brand values and build credibility with our audience.

Engaging directly with our audience shows we are listening to their concerns, and that we care. It implies transparency, and builds trust. And on some platforms, if we use the right keywords, we can ensure the brand features more prominently on timelines and search results.

Participating

- Observe trending hashtags and participate when relevant to the brand.
- Identify and engage influencers leading conversations (e.g., trade publications, journalists, subject matter experts).
- Liking posts is a good way to demonstrate progressive bona fides without participating in politically charged conversations.

Housekeeping

- Create an email address exclusively for social media accounts (e.g., social@evrdrive.com).
- Use a distinct password for each social media platform to protect each account in the event one is compromised.
- Reserve evrdrive as a username on all social media channels, even if there are no plans to use them.

Do's and Don'ts

TikTok is a great place for evrdrive to meet new customers — particularly younger drivers. The brand's #1 objective is to appear on users' personalized For You page.

The same Voice & Personality rules apply on TikTok, but here are a few additional rules of thumb to help evrdrive succeed on the platform:

Refer to page 4 of evrdrive Brand Identity Guidelines for Voice & Personality.

DO

Create relatable content.
TikTok is a great platform to show the brand's human side. Creating off-the-cuff videos and giving users a look behind the scenes at evrdrive are great ways to make the brand more relatable.

DO

Post frequency.
Keeping a consistent schedule for posting new content is important — many brands post new videos daily! TikTok is a fast-paced platform so it's good to post as often as possible while maintaining quality.

DO

Keep it short.
Though it's possible to post videos up to 10 minutes long, TikTok is more geared for shorter attention spans. So as a general rule: the shorter our posts, the better.

DO

Use trending sounds.
Sound is an essential part of the TikTok experience. Like hashtags, users can look through sounds and music from trends to organically discover similar content.

Additional Recommendations TikTok

Videos should not exceed more than 30 seconds.

Participants in the TikTok trends.

Participate in local Texas or Houston trends.

Before you post, ask yourself: Is this a good IDEA?

Refer to page 23 of evrdrive Brand Identity Guidelines for IDEA.

Additional Recommendations Instagram

Launch Instagram Highlights with links that redirect user to the website or a specific webpage. Add a live Story to a curated Highlight.

1. **Location Pin:** The Woodlands Mall and a map of the location in the mall.
2. **FAQ:** evrdrive.com/faq
3. **Why-Bias:** with link to website.

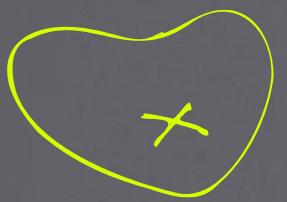
Channel by Channel TikTok

Profile landing page

Consistent bio across all social channels

Text blocks are a consistent brand color

All videos have a clear thumbnail of what the subject matter is



<thank you>

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