Charlotte Rogers

Marketing Specialist

📞 (865) 712-8455   ✉ charogerz@gmail.com   📍 Brooklyn, NY   🌐 charlotterogersdesigns.com

Marketing and communications specialist with a Master's Degree in Design and Technology and experience in creating branded digital assets, email marketing campaigns, and educational content for mission-driven organizations. Skilled in developing and executing cross-platform campaigns and virtual events through the use of content management systems. Combines design skills and technical knowledge to create effective, accessible content that connects with audiences and drives results.

Professional Experience

MARKETING & DIGITAL CONTENT LEAD (CONTRACT)
Our Wave / Remote / April 2023 – present

- Currently lead outreach efforts by running newsletter campaigns using Sendgrid and managing their blog page using Storyblok
- Led the newsletter redesign and supported content planning as part of the organization's rebranding initiative
- Performed audience segmentation to categorize the newsletter's list of subscribers as donors, partners, general subscribers, and prospective supporters
- Created tailored outreach strategies for each audience category to boost relevance and deepen engagement

TECH SALES ASSOCIATE
Micro Center / Brooklyn, NY / October 2024 – present

- Guide customers through complex purchases based on specific tech needs
- Explain product value in relatable terms, building trust and repeat business

MARKETING & GRAPHIC DESIGN INTERN
Children & Screens: Institute of Digital Media and Child Development / Jericho, NY / January – April 2022

- Developed branded communication materials for public health education campaigns
- Collaborated with cross-functional teams to support digital outreach and marketing strategy

DIRECTOR OF COMMUNICATIONS AND EVENTS
The Movement Peer Educators at NCSU's Women's Center / Raleigh, NC / August 2019 – May 2021

- Designed and distributed communication materials for events focused on consent education, harassment prevention, and digital safety
- Managed outreach to student leaders across the campus in the form of emails, posters, and social media to increase participation in community programming

Key Skills

Content Design: Adobe CC (Photoshop, Illustrator), Figma, Canva, Microsoft (Excell, Word, Powerpoint)
CMS: Wordpress, Storyblok, Wix, Sendgrid
Web UI: JavaScript, HTML, CSS
Outreach & Planning: Social Media Strategy, Email marketing, Event planning
Certifications: Inbound (HubSpot 2025), Digital Marketing (HubSpot 2025)

Education

M.F.A. DESIGN AND TECHNOLOGY
Parsons School of Design
Manhattan, NY

B.S. GRAPHIC COMMUNICATIONS
North Carolina State University
Raleigh, NC