

Norah Carroll

Digital Marketing Strategist at Veridian Credit Union

norah.carroll@me.com

Summary

I help companies enhance their communications through social media, digital/interactive campaigns and blogging platforms. My journalism background provides me with the tools to apply strong writing skills to messages shared on emerging media platforms and allows me to integrate social media into traditional communications plans in a relevant, cohesive way.

In my professional life and in my personal projects with Des Moines-based nonprofit organizations, I aim to build and support engaged communities, both through social media and through hands-on voluntarism and involvement.

Experience

Digital Marketing Strategist at Veridian Credit Union

August 2013 - Present (5 months)

Disaster Digital Volunteer at American Red Cross

May 2013 - Present (8 months)

Disaster Digital Volunteers report directly to the National Headquarters social engagement team during times of disaster and work as part of the social engagement team to monitor, engage, and report on activity surrounding specific disasters.

Member, National Alumni Association Board of Directors at Drake University

May 2012 - Present (1 year 8 months)

The National Alumni Association Board of Directors is dedicated to facilitating alumni understanding of the plans and goals of the University, providing a vehicle for suggestions and consulting alumni on matters of significance. It also promotes meaningful relationships between alumni and Drake.

Member, School of Journalism and Mass Communication National Advisory Council at Drake University

April 2012 - Present (1 year 9 months)

The National Advisory Council is a network of alumni dedicated to advancing the School of Journalism and Mass Communication's position as a nationally recognized journalism school by strengthening the relationship between the SJMC and its alumni.

Specialist at Apple Retail

September 2010 - Present (3 years 4 months)

Inspiring a new generation of Apple enthusiasts and getting customers excited about present and future Apple products through sales, support and training. Working with customers to find the perfect solutions to their

personal and professional technology needs, and sharing my own Apple stories along the way.

Digital Strategist at Lava Row, Inc.

January 2011 - August 2013 (2 years 8 months)

Social media strategy, consulting and education.

2 recommendations available upon request

Social Media Strategy Intern at Lava Row, Inc.

April 2010 - December 2010 (9 months)

Social media strategy, consulting and education.

CollegeCandy.com Contributing Writer at Coed Media Group LLC

March 2010 - December 2010 (10 months)

CollegeCandy is an online lifestyle magazine for 18- to 24-year-old women that covers fashion, beauty, relationships, news, pop culture, sex, health, fitness and more. Written by and for college women, we specialize in hilarity, news, entertainment and fabulousity.

Read my posts at <http://collegecandy.com/author/norahdrakeuniversity/>.

Online Editorial Director at Think Magazine

January 2010 - May 2010 (5 months)

Responsible for all content on thinkdsm.com, including text, blogs, video, photography and graphics. Created and managed editorial calendars. Served as editor for blog posts and Web stories.

Worked with site director, production/business manager and Web designer as member of management team to ensure cohesive product. Worked closely with 19-person staff of writers, editors, photographers and multimedia team to assign and edit content.

Wrote stories for online and print publication. Maintained Think's social media presence.

Publication Awards:

- Pacemaker Award Winner, Feature Publication. 2010 Associated Collegiate Press (ACP) Magazine Pacemaker Contest.

- First Place, Single Issue of an Ongoing Print Magazine: General Excellence, 2010 Association for Education in Journalism and Mass Communication (AEJMC) Student Magazine Contest.

- Second Place, Single Issue of an Ongoing Print Magazine: Editorial, 2010 Association for Education in Journalism and Mass Communication (AEJMC) Student Magazine Contest.

- Honorable Mention, Single Issue of an Ongoing Print Magazine: Design, 2010 Association for Education in Journalism and Mass Communication (AEJMC) Student Magazine Contest.

1 recommendation available upon request

Editorial Assistant, Midwest Living at Meredith

June 2009 - May 2010 (1 year)

Researched, copy-edited and fact-checked completed food, home, and travel stories for Midwest Living magazine and special publications including Best of the Midwest, KANSAS! magazine, and Michigan Travel Ideas.

Wrote and formatted blog posts, based on past Michigan Travel Ideas and Midwest Living stories, for Pure Michigan Connect, the State of Michigan travel blog.

Created shoot sheets detailing potential locations for inclusion in Michigan Travel Ideas photo shoots, and organized images from photo shoots for Meredith Corporation's Creative Library.

Skills & Expertise

Public Speaking
Workshop Presentation
Training Workshops
Social Media
Social Media Marketing
Corporate Blogging
Blogging
Writing
Communications Strategy
Marketing Strategy
Strategic Consulting
Digital Marketing
Digital Media
Digital Strategy
Online Marketing
Location Based Services
Wordpress
Social Networking
Great Personality
Strategic Communications
Training
Workshops
WordPress
Editing
Photography
Magazines
Publications

Education

Drake University

BAJMC, BA, Magazines, English, 2007 - 2011

Activities and Societies: Delta Gamma Fraternity, Student Senate, Drake Magazine, Society of Professional Journalists, Panhellenic Council, Student Alumni Association, Donald V. Adams Leadership Institute, Order of Omega, Mortar Board, Omicron Delta Kappa, Sigma Tau Delta, Alpha Lambda Delta

University of Minnesota-Twin Cities

College in the Schools, 2006 - 2007

Rosemount High School

Diploma, 2003 - 2007

Activities and Societies: Student Council, Marching Band, Wind Ensemble, Pit Orchestra, OnStage Music Revue, Swimming Team, National Honor Society, Sociedad Honoraria Hispánica, Tri-M Music Honor Society

Interests

Social media, technology, social media emergency management, blogging, editing, magazine journalism, professional networking, #, leadership development, women's issues, reading, Irish culture

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3 people have recommended Norah

"Norah is a passionate marketer with her sights always set on the future. There isn't an upcoming trend that Norah doesn't know about, and when working with her, your brand or company can always be prepared to make a splash in the latest digital media platforms."

— **Macy Koch**, *Digital Media Consultant, Macy Koch Consulting*, was with another company when working with Norah at Lava Row, Inc.

"Norah is extremely knowledgeable and quick-thinking. She provides ideas, training, and consulting expertise in a thoughtful way. Her ideas and information lead to dramatic results and successful campaigns. I would recommend Norah and Lava Row to anyone looking to drive results through social media."

— **Sarah Mueller**, was Norah's client

"Norah's passion for journalism and new media is evident in everything she does. She was the driving force behind our thinkdsm.com team. She always kept the staff up-to-date in everything social media. Her ever-present enthusiasm and willingness to do any task for the team made her invaluable to our web staff. It was because of Norah's persistency and drive we kept fresh content on the site and on our social networking sites. With such a small staff everyone had to step up, and Norah did time and time again. Her work ethic and knowledge made her a vital part of our web staff."

— **Stacey Wilson**, *Executive Producer, Think Magazine Online*, managed Norah at Think Magazine

[Contact Norah on LinkedIn](#)