

CAROLINE ENGEL

DESIGNER / MARKETER



CONTACT



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East Hartford, CT



carolineengel.com

EDUCATION

UNIVERSITY OF MAINE, ORONO — NEW MEDIA

Bachelor of Arts in New Media

Minors in Film & Video, Graphic Design, and Marketing.

SKILLS

- Adobe Creative Suite
- Google Suite, Microsoft Office Suite
- HTML, CSS, JavaScript, R, CAD, P5JS, Python, Twine, Expo Go
- WordPress, WebFlow
- Figma, Wix, Shopify
- Marketing, Branding

SUMMARY

Communications professional specializing in digital design and marketing, with a keen interest in sustainability, fashion, and branding.

EXPERIENCE

GRAPHIC DESIGNER/SOCIAL MEDIA MARKETER

Sewall Bangor, ME

OCT 2024 - Present

- Graphic design and brand development
- Website design and brand alignment
- Social media strategy and content scheduling

KEYHOLDER

URBN (Free People & Anthropologie), Farmington, CT

MAY 2022 - Present

- Customer assistance and front-of-house operations
- Product knowledge and trend awareness
- Sales performance and brand representation
- Team collaboration and visual merchandising
- Styling, layout design, and in-store presentation

PHOTOGRAPHER/STYLIST/PHOTOSTUDIO

Freelance, CT

AUG 2025 - Present

- Creative direction through moodboards, styling, and set design.
- Outfits, props, and visuals for shoots.
- Edit photography for events, managing projects from concept to delivery.