

Carole Bartolini

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PROFESSIONAL SUMMARY

Results-driven Communications Director with experience in multimedia production, digital strategy, and community communications. Demonstrated ability to modernize and streamline communications operations, build community connections, and produce award-winning content across print, web, video, and social media. Adept at wearing many hats while keeping every message clear, consistent, and on brand -- a skill honed leading communications for a regional diocese serving multiple communities across California's Central Coast.

CORE COMPETENCIES

Strategic Communications | Brand Management | Digital & Print Media | Social Media Strategy | Email Marketing | Content Management | Media Relations | Publication Production | Project Management | Adobe Creative Suite | WordPress | Mailchimp | Microsoft 365

WORK EXPERIENCE

Communications Director | Diocese of El Camino Real (Episcopal) | Salinas, CA *April 2022 – Present*

- Oversee all communications for a regional Episcopal diocese, managing digital, print, and multimedia output across web, email, video, and magazine channels
- Brought AV production for the Online Diocesan Convention in-house, significantly reducing outside production costs
- Oversaw a full website redesign and transitioned ongoing management in-house
- Assumed leadership of the Storied Pilgrimage with Race program and is currently leading a full redesign
- Introduced FlipBook format for the online diocesan magazine, modernizing the reader experience
- Established an Online Diocesan Directory to improve connectivity across the diocese
- Earned the Poly Bond Award for the 2024 Winter Magazine
- Formally assigned as IT coordinator and liaison with the diocese's off-site IT company
- Develop and deliver in-person communications presentations at parishes throughout the diocese
- De facto senior staff lead on a team of five, including the Bishop
- Co-manage logistics for the annual Spring Renewal event, coordinating catering, merchandise, venue, and musical talent for an audience of 100-125 attendees

Parish Administrator / Communications Facilitator | Saint Barnabas' Episcopal Church | Arroyo Grande, CA *2019 – March 2022*

- Improved an existing weekly Facebook Live streaming ministry by researching and selecting PTZ cameras compatible with Ecamm, overseeing equipment procurement and setup to enhance service quality for remote parishioners
- Produced and distributed the weekly parish newsletter via Mailchimp, cross-posting to the parish Facebook page
- Managed and updated the church's WordPress website weekly, including the Sunday bulletin, newsletters, sermon archives, and livestream recordings
- Designed and published the weekly bulletin for Sunday services
- Drove publicity for annual events such as the Advent Festival of Lessons and Carols by pitching local newspapers and community calendars
- Served as the welcoming first point of contact for all office visitors and incoming calls

Freelance Digital Multimedia Specialist | Flying Griffin Multimedia | Arroyo Grande, CA 2008 – 2019

- Created promotional and educational video content for small to medium-sized businesses, managing projects from concept through final delivery
- Collaborated with clients to develop scripts, filmed and edited video, and delivered finished projects via YouTube, DVD, or client-specified formats
- Clients included Terravant Winery, Insight Financial Planning, Bartolini Pickups and Electronics, and Cypress Consulting

References available upon request. Please do not contact current employer without prior notice.

EDUCATION

Bachelor of Arts, German Language & Literature

Whitman College, Walla Walla, WA