

Caroline Pins

CONTACT

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EDUCATION

UNIVERSITY OF MISSOURI

BFA in Graphic Design
May 2018

SKILLS + EXPERIENCE

Graphic Design (9+ years)
Product Development (3+ years)
Trend Forecasting (2+ years)
Adobe Creative Suite
Technical Packing
Logo + Web Design
Typography
Photography
Microsoft Office
Motion Graphics
Research+ Analysis

WORK EXPERIENCE

SIXT RENT A CAR

Graphic Designer & Marketing Coordinator | Fort Lauderdale, FL

May 2022 - Present

- Sole graphic designer for all North American operations, managing a high volume of design requests from 100+ branches, including 50+ major U.S. airports
- Designed large-scale airport and in-branch advertising, operational signage, and wayfinding systems to enhance brand presence and branch efficiency
- Created end-to-end assets for national and regional campaigns, OOH installations, digital ads, partnership materials, and giveaways, while maintaining brand standards through templates and optimized processes
- Led creative development for events and partnership activations, managing design, production, and vendor communication to ensure flawless execution and brand consistency
- Expanded role to include Marketing Coordinator duties, supporting daily operations of the Partnerships team and ensuring smooth workflows across campaigns and events.
- Onboarded and trained three new team members, integrating them into processes, tools, and brand standards

CLAIRE'S & ICING INC.

Trend Analyst I Hoffman Estates, IL

Dec 2019 - May 2022

- Promoted to Trend Analyst team, identifying women's market trends and translating insights into new design concepts for 2,600 global Claire's and ICING stores
- Conduct ongoing seasonal trend research using hard and soft data, including 20+ weekly senior buyer reports and analysis of social media and influencer activity
- Develop 200+ page Global Trend Presentations, breaking trends down by target age groups and inventory categories
- Present Global Trend Presentation to 250+ domestic and international employees each season
- Partner with buying/merchandising, design, and social teams, providing monthly trend reports and supporting urgent cross-functional projects
- Selected to handle coverage of Senior TA responsibilities during her maternity leave and led training of new hire joining team
- Took initiative of integrating Office Coordinator duties, managing department budget, freelancers, and office operations

Graphic Designer

July 2018 - December 2019

- Designed graphics across multiple Claire's and ICING categories, with emphasis on home décor, stationery, bridal/bachelorette, apparel, large prints, and textiles
- Created detailed technical packages for vendors to guide sample development
- Reduced errors and costs by developing a team template for technical package submissions
- Managed vendor relationships, overseeing daily communication on sample status, revisions, and final approvals
- Oversaw product development from prototype to final sample, often under tight deadlines.
- Worked closely with product development calendars, merchandising line plans, and assortment strategies
- Supported revenue growth through trend-driven products purchased wholesale by major retailers including Walmart, CVS, Walgreens, and Jewel-Osco

CHICAGO SKY WNBA

Creative Services Intern | Chicago, IL

May 2018 - July 2018

- Designed broad range of marketing collateral to support business functions, such as ticket sales and sponsorship activation materials
- Created print and digital advertisements, encompassing flyers, in-arena signage, and social media content
- Supported e-marketing campaigns and e-newsletters as well as HTML website building and app development

INTEGRA CONSULTING SOLUTIONS

Graphic Design Intern | Columbia, MO

May 2017 - August 2017

- Designed and produced marketing collateral and online content including corporate branding, print and digital ads, and email campaigns to promote amenities and recruit residents for corporate apartment complexes
- Collaborated with marketing team and vendors for product development
- Developed and implemented innovative marketing campaigns while managing a budget