



CAROL BLOMSTRAND

Resume

520-369-1223

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Tucson, Arizona

Who am I?

I'll tell you.

I'm approachable and love to problem solve. I'm an active outdoor lifestyle addict. I'm from Minnesota, but love big cities. I lived in Chicago most of my adult life. Yet, I fell in love with Tucson and now I'm a desert devotee. Call me.

SUMMARY

Experienced strategic content writer, digital marketer, B2B and B2C business writer, content developer, web developer, digital marketing director, e-Commerce marketing consultant, marketing communications expert. What? Too much for one person? Not me. And there's more below.

Writing is my passion. I have always revered the power of words. To flip a saying, I believe that one word or phrase can be worth a thousand pictures. As a young journalist and editor I formed my ideals early to take responsibility as a communicator seriously. I believe in natural honest talk and am committed to upholding the truth, and nothing but the truth, so help me.

My early experience in journalism, editorial, publishing, financial markets, bank marketing, and commercial real estate brokerage gave me a base of understanding for best practices in the business world. I enjoy guiding organizations in the latest online marketing systems, channels, and platforms, and to chart and manage strategic paths to reach their marketing goals.

STRENGTHS

- **Innovative Digital and E-Commerce Marketing Strategies**
- **Content Developer / Digital Marketing**
- **Market Engagement on Social Media**
- **Retail-Specific Marketing Strategies**
- **Digital Pioneering Strategies**
- **Active Lifestyle Marketer for Healthy Products**

EXPERIENCE

- Trumpet Social Media, CEO / Founder 2011 - present
- E-commerce Marketing Advisor, Stanton Orchards 2000 - present
- Lienhart Design, Marketing V.P. / Partner 1997 - present
- Atrium Mall, Marketing Director 2007 - 2010
- Independent Marketing Advisor to Developers 2002 - 2010
- Syndicated Equities, Marketing Director 1996 - 2001
- Coldwell Banker, Topping, Hayman, Jameson, 1982 - 1996
- Whittle Group, Marketing/Advertising, 1976 - 1982
- Chicago Board of Trade, Editor, Publications 1973 - 1976
- Chicago Magazine, Editor, 1970 - 1972

EDUCATION

Valparaiso University, BA, English Literature 1960
Northwestern University, Business School Curriculum 1963-64
American Banking Association, ABA Certificate of Achievement 1980
Eller School of Business, University of Arizona, Business Certificate 2018