

Creative Brief

Overview:

This is my personal logo and wordmark for my creative suite project. By creating a personal logo, I am able to market myself in a creative and professional way.

Color and Font:

I decided to use shades of brown because brown is perceived as natural and represents feelings of warmth and security. I want my future clients to feel secure in trusting me to do work for them, and I want to convey to clients that my work is both authentic and natural. I wanted to keep my fonts easy to read, yet professional and sophisticated looking. The font STIX Two Text is simple and neat while the font Apple Chancery gives a professional/sophisticated look.

Brand Guidelines

Logo + Watermark



caroline trebino

Colors:



C= 25
M= 40
Y= 65
K= 0



C= 40
M= 65
Y= 35
K= 90

Fonts:

Logo: STIX Two Text

Apple Chancery

Watermark: STIX Two Text

C *Caroline*
T *Trebino*

Caroline Trebino
26 Buttonwood Ln
Rumson, NJ 07760

insert
stamp
here

Your name here
Adress
City, State, Zip

C *Caroline*
T *Trebino*

Caroline Trebino

carolinetrebino@gmail.com

732.684.8757



Caroline Trebino

Rumson, NJ | carolinetrebino@gmail.com | 732.684.8756

Education

Auburn University | Auburn, AL

May 2024

College of Liberal Arts, Bachelor of Arts in Public Relations
Minor: Business

-Major GPA: 3.86 , Overall: 3.57

Experience

Minds + Assembly | New York, NY

June 2023 - August 2023

Client Service Intern

- Develop and maintain relationships with community organizations and agencies.
- Facilitate outreach activities to build community awareness.
- Collaborate with various stakeholders to promote social services.
- Facilitate communication between clients and other service providers.

Arctic Fire Cryotherapy | Shrewsbury, NJ

May 2019 - July 2022

Assistant Manager

- Supervised day-to-day operations to meet performance, quality and service expectations.
- Offered hands-on assistance to customers assessing needs, and maintaining current knowledge of consumer performances.
- Generated repeat business through exceptional customer service and responded to customer concerns with friendly and knowledgeable service.
- Assisted in promoting services through the use of social media and community outreach events.

Auburn University Marketing | Auburn, AL

August 2021 - November 2021

Athletic Marketing Intern

- Assisted with development of event strategies and tactical plans to promote the accomplishment of marketing goals.
- Shadowed meetings and observed marketing directors to grow professional experience.
- Relayed information to members of the community in order to enhance gameday experience.

Extracurricular Activities

The Oaks Agency | Auburn University

January 2023 - Present

On-Campus Public Relations Firm Member

- Communicate with clients and team members to coordinate committee-related activities.
- Write press releases for various events.
- Assist in writing social media captions and the construction of content calendars.
- Attend weekly meetings and provide clients service updates.

Caroline Trebino

July 13, 2023
Hiring Manager
Trind Group
824 East Glenn Avenue
Auburn, Alabama, 36830

Dear Hiring Manager,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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