

Carina Bethel

Marketing Operations | Digital Marketing | Content Strategy

Building scalable marketing systems that drive engagement, visibility, and growth.



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Marketing Operations
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About & Core Competencies

Marketing professional with experience leading multi-channel campaigns, content strategy, digital communications, brand development, and operational systems.

- Content Marketing
- Email Marketing
- Social Media Management
- Website Strategy
- CRM & Database Marketing
- Marketing Automation
- Brand Development
- Project Management
- Team Leadership
- UX & Conversion Optimization

Hi! I'm Carina Bethel, a Northern Colorado-based marketing and design leader with 15+ years of experience building brand systems, digital content, and repeatable creative workflows for local businesses. Your role is exactly what I've been doing, just for a new industry I'm excited about.

CAMPAIGN STRATEGY

CAMPAIGN NAME: GRADUATION SUNDAY



Objective

Celebrate graduating seniors while increasing awareness, engagement, and participation from the church community.

Strategy

Developed and executed a multi-channel communication campaign designed to:

- Highlight graduating seniors
- Increase event awareness
- Encourage attendance
- Create a memorable experience for students and families
- Maintain consistent branding across all touch points



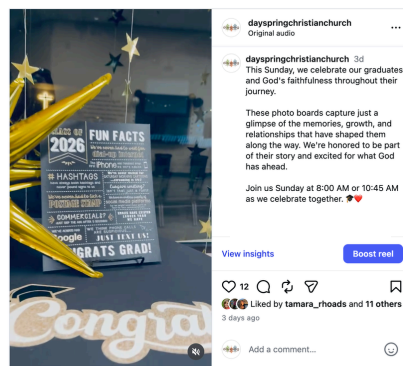
Challenge

The church needed to recognize graduating seniors in a meaningful way while ensuring families, church members, and guests were informed and engaged leading up to the event.

Execution



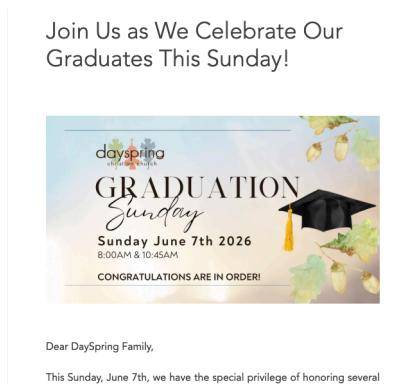
Facebook



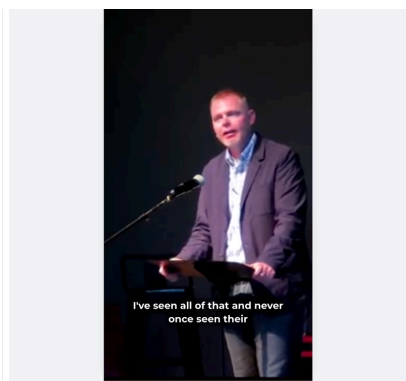
Instagram



Printed Handouts



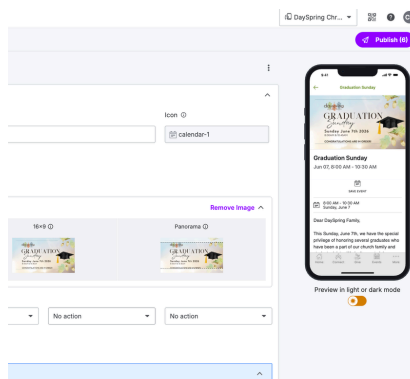
Email



YouTube



Large Resolution Video



Mobile Church App

Social Media Link Examples

[Instagram](#)

[Facebook](#)

[YouTube](#)

Results

6 - Number of graduates recognized

390 - Event attendance

16,957 - Views on social media, an 109% increase

788 - Engagement, an increase of 57%

Marketing Operations Impact

Developed a repeatable workflow for collecting graduate information, organizing creative assets, managing approvals, and publishing content across multiple communication channels. The process improved efficiency, reduced last-minute revisions, and ensured a consistent experience for participants and attendees.

Key visuals



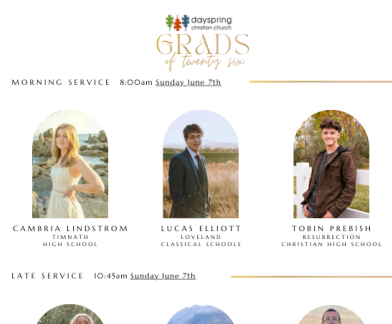
Family testimonial



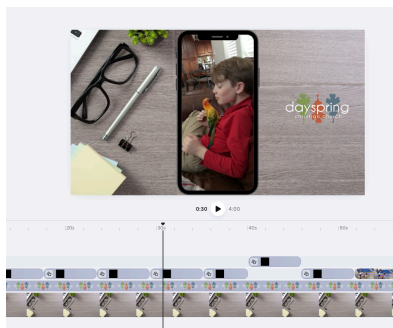
Family testimonial



Families on stage



Family testimonial



Funny video reel