



CAROLYN ZICK

SOCIAL MARKETING EXPERT
COMMUNITY BUILDER

RESUME



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Galena, Illinois, USA



Carolyn@BadAxeEnterprises.com



BadAxeEnterprises.com

EXPERIENCES:

BAD AXE ENTERPRISES

Owner + Founder

2015 - Current

I have been a social marketing, web design, and marketing strategy consultant for over 100 brands since 2015. I am also a marketing educator and public speaker, and have partnered with such organizations as WEDC, M+DEV, WDEOC, and CMX to deliver educational experiences for their members.

PATREON

Creator Community Manager (Contract)

March 2023 - Current

I develop and implement engagement content calendar for Patreon's 20k+ member Discord server. I support community sentiment reporting efforts with a scratch-built database and reporting system I built out using Notion. I also provide assistance during virtual community programming events led by our programming and education team.

ABLEGAMERS

Social Media Manager (Contract)

Dec 2023 - Current

I manage and maintain the social media presence for AbleGamers across Instagram, Facebook, Twitter, TikTok, YouTube, and LinkedIn. I edit videos, design content, and write article for our own marketing, as well as create supportive media kits for streamers who raise money for our charity. I also support in person community building events such as PAX and TwitchCon.

IN ONE SENTENCE:

I'm a social marketing and community building specialist with extensive experience in the creator and gaming industries.

EDUCATION:

I'm a fiercely proud college dropout who has learned on the go through voracious curiosity and experimentation in the ever-changing industry of marketing and community building.

Northern Illinois University

2010-2012

OTHER PASSIONS:



Ag



Fiber Arts



Language



Gaming

LinkedIn



Creator
YouTub





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EXPERIENCES:

AMIDST MAGAZINE

*Director of Digital Operations +
Cofounder*
2021 - 2024

I developed and maintained AMIDST's online presence and digital magazine, as well as managed the community building for AMIDST's private online community of creatives across the midwest.

COMUNIFY LLC

Chief Marketing Officer
June 2022 - Feb 2023

I developed all marketing campaigns for the SaaS start-up Comunify LLC. Our campaigns and content marketing focused on being an innovative thought leader in the community building industry. I also traveled and represented Comunify at industry events in the US and overseas.

BANK OF CASHTON

*Director of Marketing +
Small Business Relations*
2018 - 2019

I developed all marketing campaigns for the Bank and led business networking and entrepreneur development initiatives within community. I also maintained social media and website presence for the village of Cashton to attract visitors and new residents to the town.

REFERENCES:

Errin Welty

Senior Downtown Development Director,
WEDC
Relationship: Ongoing Client,
Program Coordinator
errin.welty@wedc.org

Todd Nilson

CEO, Clocktower Advisors
Relationship: Collaborator / Colleague
todd@clocktoweradvisors.com

Nazia Siddiqui

CEO, Transcend Sustainable Clothing
Relationship: Past Client
tnazia@weartranscend.com

SKILLS:

CREATIVITY



COMMUNITY BUILDING



PROBLEM SOLVING



RELATIONSHIP MANAGEMENT



LEADERSHIP

