

Carol Brandon Timmons

EXPERIENCED COMMUNICATOR, ACCOMPLISHED LEADER, EXCELLENT COLLABORATOR

CONTACT



SKILLS

- Writer, editor and writing coach.
- Competent leader who develops engaged employees and encourages talent development.
- Experience producing publications from concept to content development to digital design using Adobe InDesign.
- Research for content development and background.
- Graphic design of marketing collateral and advertisements.
- Account management/client relations.
- Adept at using social media platforms.
- Event planning from small receptions to large public events.

EDUCATION

University of Kentucky
Bachelor of Arts -
Journalism with focus in
sociology/psychology

Completed leadership/
management training at the
Gallup Leadership Institute,
Lincoln, Neb., 1995

WORK EXPERIENCE

CAROL TIMMONS, CREATIVE COMMUNICATIONS CONSULTANT

May 2021 to May 2024 • self employed

- Wrote and designed marketing/communications materials, wrote news releases and handled media relations, developed brand strategies, created social media content, and advised on content strategy for clients including: City of Jeffersontown, Jefferson County League of Cities, City of Douglass Hills, Bill Dieruf for Metro Mayor Campaign, Bonnie Jung for Metro District 18 Campaign.

QREATIVE STUDIO CREATIVE SERVICES FIRM

Chief Heart Officer and Senior Consultant • June 2019 to January 2023

- Worked with founder/owner of Qreative Studio, a spinoff of New West agency, to launch boutique-style marketing/communications agency. Oversaw all activities of staff and contract workers and collaborated with founder/owner on management of business operations.

Worked with clients on a variety of marketing/communications projects: wrote and produced marketing materials; wrote news releases and handled media relations; designed magazine advertising; collaborated with team in creation/direction of videos; wrote/edited website content.

Clients included: Red River Economic Development's Red River Gorge rebranding, Indiana Tourism, 7PM Group, Seed to Oaks, City of Jeffersontown, Jefferson County League of Cities, Proof and Bond, Hectare's CBD, OneWest, Foundation for a Healthy Kentucky, among others.

NEW WEST AGENCY MARKETING/COMMUNICATIONS FIRM

Director of Operations, Senior Consultant • January 2016 to June 2019

- Coordinated and oversaw all staff activities and implemented an employee engagement program. Also worked closely with the agency owner on all aspects of the business, including client acquisition and business development.

Worked with clients on a wide variety of marketing/communications projects: wrote and produced marketing materials; wrote news releases and handled media relations; wrote columns and op-ed articles for clients, collaborated with team in creation of videos; wrote/edited website content, coordinated events; worked on research projects; designed magazine advertising.

Clients included: Louisville Water Co., Almost Family, City of Jeffersontown, Weyland Ventures, America Place, HJI Supply Chain Solutions, Plato Paint and Coatings, Patriot Group, among others.

LOUISVILLE BUSINESS FIRST

January 1988 to October 2015

Served as editor from January 1995 to October 2015

- Joined the weekly business journal's news staff in January 1988 as Associate Editor/Focus. Planned content, assigned stories to free-lance writers, assigned photos, edited copy, worked with production department on producing pages for Focus sections and multiple special publications.

- Promoted to Business First's Associate Editor in 1992. Additional duties grew to include management of news staff and editing content for the weekly edition.

- Promoted to Editor of Louisville Business First in January 1995. Oversaw the Business First news department for 20 years as it evolved from an entirely print product to a digital-first operation, producing two daily emails, 52 weekly editions, and 20 special publications. Led news department staff of 12 to 15 full-time staff members, grooming and guiding them to be engaged and successful in their work. Managed the news department budget. Involved in planning and producing numerous events, including award and nomination programs where I made presentations before luncheon and dinner crowds of 250 to 750 attendees.

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AWARDS & RECOGNITIONS

- During tenure as editor, Louisville Business First received many American City Business Journals Eagle Awards of Excellence, the company's highest honor.
- Louisville Business First received in 2007 the Overall Excellence in the Business Weekly category of SABEW's Best in Business national awards program.
- Business First won a dozen or more Metro Journalism Awards each year from the Society of Professional Journalists.
- Received 2002 Media Advocate of the Year Award from Louisville Chapter of the National Association of Women Business Owners.

communicator
organizer
encourager
collaborator
dedicated
servant leader
engaged
determined
integrity
loyal
diligent
creative
artistic
enthusiastic
insightful

THE VOICE NEWSPAPERS INC.

November 1980-December 1987

Reporter: 1980 to July 1982; Managing Editor July 1982 to December 1987

- Joined chain of weekly, suburban newspapers, serving six Louisville area communities in November 1980. The newspapers were owned at the time by Scripps-Howard Press Co. Started as reporter and clerk in November 1980. Covered suburban community events, school and church programs and city council meetings; wrote columns and feature stories; took photographs.

Promoted at age 23, to managing editor of the suburban weekly newspapers. Promotion occurred when a local owner bought the business from Scripps-Howard in July 1982. Led a full-time staff of eight plus a cadre of regular contributing writers in producing the six neighborhood editions. Eventually, the neighborhood newspapers were folded into what was then called The Voice.

COMMUNITY SERVICE

- Jefferson County Public Education Foundation Board, a nonprofit that supports Jefferson County Public Schools, 2013 to present.
- E. P. "Tom" Sawyer State Park Foundation Board, a nonprofit that supports the park; chairman, 2002 to 2004 and 2020 to present; member of board, 2000 to present.
- Member of Academies of Louisville Guiding Team, which involves the business community in efforts to make learning career relevant in JCPS schools, 2018 to present. Volunteer for initiatives to make learning more relevant to JCPS students since 2008.
- Ballard High School Media Arts Pathway Advisory Council Member 2010 to present.
- Gamma Phi Beta International Convention Steering Committee Member 2026
- Gamma Phi Beta Louisville Alumnae Board member 1999 to present.
- Gamma Phi Beta Gamma Omicron Chapter - Panhellenic Affairs Vice President Advisor 2023 to present.
- Northeast Christian Church Mentoring Program Co-Leader 2024-2025
- Ford Next Generation Learning Task Force member 2012-2014
- Chaired selection committee for the Junior Achievement of Kentuckiana's Kentuckiana Business Hall of Fame, 2013; served as a Hall of Fame committee member in 2012.
- Leadership Louisville Center: Graduate of the 1997 Leadership Louisville class; participant in the 2000 Bingham Fellows program; table moderator for 100 Wise Women on several occasions. Also served as a speaker on several occasions to Leadership Louisville and Bingham Fellows classes.
- Greater Louisville Alumnae Panhellenic, an organization that holds an annual luncheon and awards program as a fundraiser for scholarships for university women, 1999-2013, 2020-2023.
- Northeast Christian Church: small group leader since 1996; served as director and coach in the small groups ministry; member of the church's finance and administration committee, 1993-1996.
- St. Matthews Business and Professional Women, member from 1982-1995; president in 1990.