



Paulita Chartier

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EXPERIENCE

SELF-EMPLOYED, BOSSIER CITY, LA | 2024

- In process of setting up Chartier Digital, a digital marketing and communications consultancy
- Will perform the following:
 - Content optimization, search engine optimization, search engine marketing and social media marketing
 - Improve search engine rankings per industry best practices

JOINT CAREGIVER, LAKE CHARLES/DRY PRONG, LA | 2019-24

- Joint caregiver to Alzheimer's patient
- Took care of my 92-year-old mother, who has advanced Alzheimer's
- Kept abreast of the latest best practices, techniques and technologies of my career
- Fed, bathed, dressed, medicated, laughed with and cut up with Mom

WAITR HOLDINGS, LAKE CHARLES, LA | 2016-19

- Quality Control Specialist
- Performed functions to ensure overall quality, consistency, and imaging
- Developed seven eLearning applications for 1000 staff members
- Edited hundreds of photographic images
- Edited and laid out 29 training manuals and presentations per AP Stylebook
- Ensured quality, accuracy, style, and comprehension of all written content

STATE LIBRARY OF LOUISIANA, BATON ROUGE, LA | 2006-15

- Communications Director
- Managed "Louisiana Libraries: Connecting People to Their Potential" marketing campaign overseeing \$11.15M, three-year workforce development project that resulted in 95,000+ training hours in office skills, 38,000+ training hours in Internet/computer use, and 24,468 hours consulting services to 380 clients and provided hundreds of thousands of residents with online career and educational opportunities
- Provided ongoing technical advice and consultation on communication issues to state-wide parish libraries
- Developed and nurtured media contacts
- Marketed eight annual large-scale public festivals
- Designed and managed festival websites
- Created and executed strategic marketing strategies
- Developed and implemented strategic communications strategies
- Managed internal and external communications
- Ensured positive branding and imaging
- Designed, wrote, edited, and developed hundreds of print and digital content pieces
- Maintained primary organization website via CMS
- Established and maintained social media accounts
- Wrote and edited several hundred press releases
- Wrote speeches for C-Suite, including the Lt. Gov and Gov of Louisiana

DOUBLELAB DESIGNS, LAKE CHARLES, LA | 2002-06

- Owner
- Managed overall business operations
- Coordinated marketing and promotional efforts
- Addressed client needs and concerns
- Handled branding and design for clients
- Designed logos and other promotional pieces for corporate identity and imaging
- Wrote and designed content for websites and marketing collateral

EDUCATION

BRANDEIS UNIVERSITY, WALTHAM, MA | 2022

Master of Science Degree in Digital Marketing and Design
Official STEM Designation

LOUISIANA STATE UNIVERSITY, BATON ROUGE, LA | 1984

Bachelor of Arts Degree in Journalism
Specialty: Advertising - Minor: History

SKILLS

PROFESSIONAL

Communications - Media - Public Relations
Marketing - Advertising - Promotions - Branding
Writing - Journalism - Photography - Graphic Design

APPS AND LANGUAGES

Adobe Creative Cloud - Adobe Captivate - Microsoft Windows - Microsoft Office
Mac OS - Asana - SharePoint - Slack - Zoom - HTML - CSS - SaaS environments

DIGITAL MEDIA

Search engine marketing - Marketing customer analytics - Digital marketing strategy
Cognitive social psych of UCD - Writing for digital environments
Multichannel marketing campaigns - Conversion rate optimization - User experience design

DIGITAL MARKETING TOOLS

Ahrefs - Balsamiq Wireframes - Canva Business - draw.io - G Suite
Google Ads - Google Analytics - Google Keyword Planner - Google Search Console
Hootsuite - HubSpot - Lucid Chart - Mailchimp - Constant Contact - Semrush -

SOFT SKILLS

Time management - Leadership - Adaptability - Problem-solving - Teamwork
Creativity - Tenacity - Strong work ethic - Personable

NONE ARE SO OLD AS THOSE WHO HAVE OUTLIVED ENTHUSIASM.

~ Henry David Thoreau