

# the portfolio

caroline f. becker

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# about caroline

Caroline has over 5 years of experience working with graphic design, copywriting, social media, and marketing strategy. As part of the unique zillennial microgeneration, Caroline is a digital native with an understanding of both the existing millennial mindset and the rapidly evolving gen-z culture. She specializes in brand voice and campaign ideation. Despite her successful start in marketing luxury real estate, Caroline finds her sweet spot in comedic and witty marketing campaigns.



# the work

selected companies



**COLDWELL  
BANKER**

**MARMONT LANE  
ENTERTAINMENT**

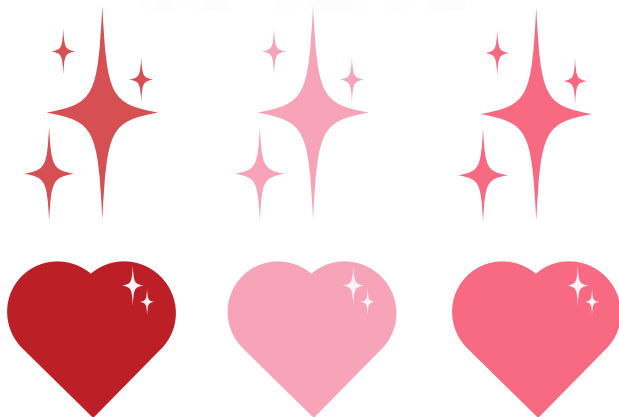


# love is live nyc

branding, graphic design, and strategy



Love is Live NYC is a new dating game show currently in residency at The PIT Loft in Chelsea. I drew inspiration from 1960s and 1970s gameshows while maintaining a modern feel. The brand voice is flirty, witty, and casual. The social media is a mixture of calls to action and content from the live shows. Through organic social media marketing, the show received a surplus of casting applications and sold out the premier show through advance ticket purchases alone.



# love is live nyc


social media management, copywriting, graphic design



**HOW IT WORKS**  
THREE ROUNDS OF  
**GAMEPLAY**  
THEN YOU MIGHT WALK OUT  
WITH THE LOVE OF YOUR LIFE




**ROUND ONE**



EACH CONTESTANT HAS  
10 MINUTES TO INTERVIEW  
ALL THREE OF THEIR  
CANDIDATES WHILE  
SEPARATED BY A CURTAIN.


AT THE END OF THE ROUND,  
THE CONTESTANT  
ELIMINATES ONE CANDIDATE.



SWIPING? BORING.

PLAY A GAME INSTEAD


SIGN UP FOR LOVE IS LIVE!



GREAT AT GAMES?

BAD AT DATING?


THEN SIGN UP!



SINGLE?

READY TO MINGLE?


THEN SIGN UP!



TIRED OF PEOPLE PLAYING GAMES  
WITH YOU?

YOU'RE PLAYING THE WRONG GAMES...

SIGN UP FOR LOVE IS LIVE!



TONIGHT'S THE NIGHT YOU'VE  
BEEN WAITING FOR...



See you there 


LOVE IS LIVE 8PM  
AT THE PIT LOFT



HATE THE PLAYER  
AND THE GAME?

TRY A NEW GAME

SIGN UP FOR  
LOVE IS LIVE!



LOVEISLIVENYC  
Posts

loveislivenyc  
The PIT Loft

**INTRODUCING...**



Your hosts 



loveislivenyc Meet your hosts! Over the next week we'll be introducing ourselves and telling you why we're qualified to help you find love 

# dad bbq

branding, graphic design, product mock up, and strategy



Dad BBQ is a meal kit delivery service geared toward BBQ and grill-based meals. For the brand's launch campaign, I was inspired by the concept of dad humor. I used colors and typography that invoke a sense of classic Americana with a modern twist.









# Resume

## Selected Work Experience

### Development Assistant, Marmont Lane Entertainment

Sept 2020 - May 2021 | Los Angeles, CA

- Developed a 4 Feature Slate
- Edited Scripts, Created Pitch Decks, and Produced Sizzle Reels
- Provided Graphic Design and Branding for each Feature
- Researched Talent to Attach to In-Development Projects
- Participated in Pitch, Development, and Finance Meetings

### Development Intern, SCAT TV Entertainment

Fall 2020 | Los Angeles, CA (Remote)

- Provided Weekly Script Coverage on 4 or more Feature Film, TV Pilot, Podcast Pilot, and/or Short Scripts
- Participated in Table Reads and Writer Meetings

### Production Intern, Cloud 10 Media

Summer 2019 | Los Angeles, CA

- Developed Social Media Templates Specific to Each Show
- Wrote Segments and Guest Introductions
- Built Advertisement Opportunity Database with over 500 Entries
- Researched Experts and Personalities for Guest Spots

### Executive Assistant, Coldwell Banker Residential Real Estate

March 2015 - Aug 2018 | Palm Beach Gardens, FL

- Designed and Launched Agent Website
- Planned and Executed Marketing Campaigns reaching an audience of over 3k clients
- Wrote Copy for MLS, Social Media, and Cross Medium Ads
- Created Custom Templates for Digital and Print Advertising

## Education

### University of Southern California

Class of 2021

B.A. Theatre Studies, magna cum laude

Minor in Comedy Screenwriting

GPA: 3.77

### Upright Citizens Brigade

Sketch Writing 101 and 201

### The Groundlings

Basic and Intermediate Improv

### The People's Improv Theatre

Sketch Writing 2

## Comedy Writing

### Old School Sketch Show, The PIT

Ensemble Writer/Performer

### Love is Live NYC, The PIT

Co-Creator, Host, and Social Media Manager

### USC Comedy Live, Web Broadcast

Staff Writer



## **caroline f. becker**



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*thank you for your consideration*