

## Curriculum Vitae - Carolyn K Edwards

### PERSONAL DETAILS:

**Name:** Carolyn K Edwards  
**Address:** 2 Avenue Cottages – High Street – Mill Hill Village  
London NW7 1QY

**Telephone:**   **Home**       020 8959 5940  
                      **Mobile**      079620 62234

**Nationality:**               UK / USA (dual citizenship)  
**Driving Licence**           Full UK and USA

### EXPERIENCE:

#### Consultant:

Business Development / Sales / Marketing / Communications / Website development  
Training: Confidence, Leadership, Event Planning, Project Management  
Capacity Building / Communications / Branding

#### Charity:

Junior League of London, LLC

**Title:** Communications Vice President

#### Role:

- Director serving on the Board of Trustees – oversee Governance / Management of the League
- Manage the Communications – Council
- Oversee PR and external Communications, eCommunications, Quarterly Magazine Publication and Website
- Liaise with each Council regarding their PR and External Communications needs
- Negotiate partnerships and reciprocals to raise the profile of the JLL

**Title:** Strategic Planning Director

#### Role:

- Director serving on the Board of Trustees – oversee Governance / Management of the League
- Managing Strategic Planning team
- Aligning JLL team Action Plans with the League Strategic Plan
- Designing and implementing measures and timelines for Leadership Team
- Presenting quarterly reviews to Board and Membership Stakeholders

**Title:** Web Manager

#### Role:

- Web content management
- Restructure site architecture
- Train team and members on website design and use
- Solicit content

#### Committees Served:

Boutique de Noel – Annual Fundraising Event for JLL  
PR and Marketing Co-Chair – New Member Project  
LEAD – (Leadership Education and Development)  
Hampton Court Garden Show

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### IT Networking Organisation:

DigitalEve NOW! Magazine

**Title:** Managing Director / Editor

### Role:

- Launched online magazine
- Designed site
- Manage publishing team
- Create writers' guidelines
- Created departments
- Recruit department editors
- Manage content
- Create/manage deadline schedules

### Employer:

AT&T - SBC/Pacific Bell Communications-Smart Pages.com

July 1983 to March 2002

**Title:** Senior Advertising Account Manager

### Role:

- Advertising, Marketing and Solution Based Sales for an extensive portfolio of medium to key account companies in the San Francisco, Los Angeles and San Diego areas, print and online media.
- eMarketing consulting – Business Development
- Discussions at Board level, maintenance of existing and acquisition of new clients, meeting weekly deadlines, sales reports, management of work flow of graphic artists, clerical and publishing staff
- Responsible for annual revenues exceeding \$2m

### KEY SKILLS:

- Communication & Presentation
- Organization
- Solution Based Sales
- Leadership & Management
- CRM
- Strategic Planning
- Team Work
- Project/Time/Delegation Management
- Problem Solving & Attention to Detail
- Training
- Procurement
- Public Relations
- Fund Raising and Event Planning
- Conflict Management

### AWARDS:

President's and Vice President's awards for excellence - Sales Performance

### IT EXPERIENCE:

- Quark 6, Paint Shop Pro
- Microsoft Word, "Adsell" Customer Management System,
- Windows 98, 2000 and NT
- Web Content Management
- Information Research
- eMarketing
- Provision of general In-House IT Support
- Experienced user of Internet and email.
- Small Business Finance

### EDUCATION AND TRAINING

- USIU/Cal Western University, San Diego
- Xerox
- Grant Writing
- Carnegie Institute
- Anthony Robbins
- Zig Ziglar

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### QUALIFICATIONS / CERTIFICATIONS

- Masters Degree - Education/Psychology (specializing in Early Childhood)
- Bachelors Degree – major in psychology, minor in mathematics
- California Teachers Credential
- Leadership & Management Credential
- Diploma – Small Business Finance
- “To Lead is to Serve” Certified Seminar Leader
- Diploma – NLP Practitioner – INLPTA, UK
- Project Management
- Business Coach - Life Coach – Newcastle College, UK

### ACTIVITIES and INTERESTS:

- Executive Director BritWIT Chapter of WorldWIT
- Junior League of London
- Past President – PTS, Soledad Christian School
- Past Annual Giving Ambassador, La Jolla Country Day School
- Past Co Chair Annual Silent Auction, La Jolla Country Day School
- Wish Granter – Make A Wish Foundation
- Travelling, Culinary Classes, Pilates, Music

### AFFILIATIONS:

IAB, Former Fellow ISMM, FAWCO, Junior League London, WorldWIT, Women’s Marketing Forum