

## CAROLE SINCLAIR

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**SUMMARY OF QUALIFICATIONS:** Past 10 years focused on Home Design project management, art selection for homeowners, retail vendor relationships and designing and sourcing custom furniture with independent furniture artisans. PR professional with over 15 years experience in marketing communications, social media & branding.

### ENTREPRENEURIAL EXPERIENCE

*Farmyard Darlings, LLC, Lafayette, CA 1/03 – 1/11 (Farmyard Darlings sold 12/21)*

*Co-Founder of Home Design and Custom Furniture Business*

- ◆ Handled all media relations, social media, marketing, brand strategies and all writing including blog, website, social, and collateral.
- ◆ Responsible for inventory purchases such as home décor products, interior design, rugs, fixtures, furniture and art.
- ◆ Managed clients' home projects – custom furniture, construction projects, installations, interior design plans and organizational projects.
- ◆ Developed and built Farmyard Darlings website from scratch with Squarespace.com and handled all website updates.

### CONSULTING EXPERIENCE

*SteppingOUT Communications (www.steppingoutcomm.com) Lafayette, California 1/03 – 1/11 (SteppingOUT purchased in 1/11)*

*Founder of Public Relations Consulting Firm*

*Past and Recent Clients: Zirla, Woodside Fund, Gizmos, ServiceSource, OpenTable, Mimeo, Bagborroworsteal.com, Xsigo Systems, Pandora Networks (now Pantera), Propel Software*

- ◆ Developed new business presentations instrumental to the success of the consulting agency and its key business objectives.
- ◆ Responsible for all new business development, networking and executing Public Relations and Marketing plans successfully
- ◆ Managed clients' customer programs, research, customer interviews, writing, and placement in trade and business press publications.

### PROFESSIONAL EXPERIENCE

*INTRAWARE, Orinda, California, 7/99 – 8/01*

*Director of Corporate Communications*

- ◆ Developed management vision statement on corporate goals with an emphasis on PR counsel including corporate/executive and product awareness.
- ◆ Publicized new launch for flagship product including development of key message positioning and dissemination.
- ◆ Cultivated strong client, analyst and media relationships with business, financial, trade and local print.

*CAPSTONE COMMUNICATIONS, Emeryville, California, 1/97 – 7/99*

*Account Supervisor, Hi Tech Public Relations Agency*

*Clients: BroadVision, Inc., Instill Corporation, Plumtree Software, Inc.*

- ◆ Led account teams providing strategy and counsel to clients, guidance to team members, and creation of high visibility media campaigns and coverage.
- ◆ Offered media relations, targeted advertising, seminars, direct mail and strategic PR programs to complement IR responsibilities.

*Senior Account Executive, Hi Tech Public Relations Agency*

*Clients: OnLive Technologies, Pine Cone Systems, ILOG*

- ◆ Developed public relations' strategy, special events, and media campaigns for Internet enterprise companies.
- ◆ Developed PR plans and project proposals. Managed product launches, coordinated and facilitated press tours, briefings and trade show meetings.

*UPSTART COMMUNICATIONS, Emeryville, California, 10/94-1/97*

*Account Executive, Hi Tech Public Relations Agency*

*Clients: SunMicrosystems, CommTouch Software, Tandem Computers, QAD*

- ◆ Wrote technical, customer and corporate news releases, company profiles, and executive perspective articles for trade and business publications.
- ◆ Personally researched and supervised CommTouch BETA sites at SJ Tech Museum of Innovation and San Francisco's Bay Area Discovery Museum.

*Associate Account Executive, Hi Tech Public Relations Agency*

*Clients: Wayfarer, WebFlow, NPD Group*

- ◆ Launched flagship products for Wayfarer, WebFlow, and NPD Group achieving exceptional results
- ◆ Edited all client press materials including news releases, articles, company profiles, collateral material and advertising.

*CENTER FOR THE ARTS, YERBA BUENA GARDENS, San Francisco, California, 10/92-9/94*

*Public Relations Manager & Community Outreach Specialist, Non Profit Arts Organization*

- ◆ Responsible for all public relations for Inaugural Opening October 1993 and other publicity events including opening of the Stars Wars exhibit.
- ◆ Actively involved and managed all preparation to display AIDS Memorial Quilt at Yerba Buena Gardens.

*ATLAS, CITRON, HALIGMAN & BEDECARRE, San Francisco, California, 9/91-9/92*

*Creative Assistant, \$5M Advertising Agency*

*Clients: Neutrogena, The Gap, Avia, Snapple*

- ◆ Participated in The Gap's famous tagline "For Every Generation There's a Gap" and personally tagged Avia's slogan "The Soul of an Athlete."
- ◆ Oversaw all corporate PR for advertising agency, resulting in successes such as SF Chronicle's Listing of "Top San Francisco Advertising Firms."

### EDUCATION/ ADDITIONAL INFORMATION

*UNIVERSITY OF CALIFORNIA, DAVIS, Bachelor of Arts, Major in Art, minor in Art History*

*Misc: Mother of two girls, competitive horseback rider, design freak, yogi, animal lover, vintage Toyota Land Cruiser owner, compulsive doodler, and Ozark fan*