

# Caroline Kos

## Creative & Brand Director

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### PROFILE

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Creative and Brand Director with 14+ years building brands that actually mean something. I bring big-picture thinking and detail-level execution together, leading teams and projects in food, beverage, and hospitality industries where craft and community are everything. My work sits at the intersection of strategy and storytelling: brand identity, visual systems, campaign direction, and the kind of people-first leadership that builds strong creative cultures and keeps collaborators genuinely invested in the work.

### EXPERIENCE

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#### **Creative Director & Brand Manager**

2021 – 2024

##### **Ex Novo Brewing Co. | Portland, OR**

- Owned creative strategy and production for a mission-driven brewery, bringing brand voice, visual identity, and marketing campaigns to life across every channel.
- Managed label design from concept through print production, coordinating with printers, regulators, and retail partners to meet compliance and quality standards.
- Led rebranding initiatives that modernized the visual system while preserving the brewery's community roots and nonprofit identity.
- Mentored junior designers and freelancers, creating a feedback culture built on clarity, trust, and creative ambition.

#### **Creative & Brand Manager**

2018 – 2023

##### **Great Falls Brewing Co. | Portland, OR**

- Led end-to-end brand development across identity, packaging, digital, and experiential, aligning creative output with business strategy and community positioning.
- Directed cross-functional teams of designers, copywriters, and agency partners; managed timelines, budgets, and stakeholder feedback without losing the work's integrity.
- Developed and launched a full label and packaging system that expanded retail distribution and elevated shelf presence across regional markets.
- Built and documented brand guidelines that gave internal and external teams a clear, consistent foundation to work from.
- Championed community-centered campaigns that deepened brand loyalty and expanded audience reach through authentic storytelling.

#### **Creative & Brand Manager**

2018 – 2020

##### **CG Sports Management | Remote**

- Developed personal brand strategies and visual identities for Olympic-track athlete, translating athletic identity into compelling, sponsor-ready narratives.
- Produced digital and print assets for social media, press kits, and partnership decks.
- Managed multiple client accounts simultaneously, balancing individual athlete needs with broader agency deliverables and deadlines.

## Director of Social Media

2013 – 2015

### Swimming World Magazine | Remote

- Grew and managed social media presence for a leading aquatics publication, building engaged communities across platforms.
- Created editorial content calendars and visual assets aligned with brand voice and audience expectations.

## Digital Media Specialist

2011 – 2013

### Salisbury School | Salisbury, CT

- Produced and managed digital content across web and social channels for a residential preparatory school.
- Supported admissions and communications teams with brand-consistent storytelling.

Earlier: Brand and creative work at Two Roads Brewing Co.

## SKILLS & TOOLS

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<b>Creative Leadership</b>	Brand strategy, creative direction, team leadership, mentorship, cross-functional collaboration
<b>Brand &amp; Identity</b>	Brand development, visual systems, packaging design, label design, brand guidelines
<b>Design &amp; Production</b>	Adobe Creative Suite (InDesign, Illustrator, Photoshop), Figma
<b>Project Management</b>	Asana, Monday.com, Jira, Google Suite. Managing timelines, budgets, and vendor relationships
<b>Digital &amp; Analytics</b>	Shopify, Google Analytics, social media strategy and management
<b>Communication</b>	Copywriting, storytelling, stakeholder presentations, executive communication

## EDUCATION & DEVELOPMENT

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**Google Project Management Certificate** | Coursera | In Progress

**Bachelor of Science** | Computer Graphics | Communications

## COMMUNITY & LEADERSHIP

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Board Member with PDX Queer Professionals, an LGBTQIA+ Professional Networking Group.

Active contributor to OutRec, an outdoor recreation platform, including brand development and event programming.

Member of Portland Timberfish Aquatics.