

# Caroline Hamel

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477 41st Street // Oakland, CA 94609

I'm a passionate reader, writer, and appreciator of language. I work at the junction of communicating my organization's mission and meeting the needs of its clients. I enjoy paying special attention to the right emotional tone, whether that be excitement, gravity, humor, urgency, sincerity, or an alchemy of many. At every workplace, I form deep relationships with my colleagues and support them in whatever way I can. I like listening to people and find it genuinely delightful when work requires me to learn a new skill. As a Northern California native, I enjoy exploring the Bay Area and finding ways to include it in what I have to offer.

## SKILLS

- Excellent written and oral communication, project management skills, and self-assessment practices
- Direction and creation of thoughtful and original copy
- Avid learner with excellent synthesis abilities and interpersonal skills
- Experienced in: Google Workspace, Adobe Creative Cloud, Microsoft Office, Apple, basic IT, Docusign
- Familiarity with: Social media platforms, PCs, generative AI tools, Figma
- Graphic design, photography, and photo editing
- Basic video production and editing skills
- French conversational fluency

## EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

**Bachelors of Arts in Linguistics**

May 2007

## RELEVANT EXPERIENCE

EAST BAY MONTESSORI — El Cerrito, CA

**Director of Communications and Site Administrator**

July 2016 - Present

**Executive Assistant and Communications Manager**

July 2012 - June 2016

**Administrative Assistant**

July 2011 - June 2012

- At a small school, this role requires a jack-of-all-trades flexibility, nimbleness, and drive to rise through challenges.
- My current scope includes head writer and editor of school-wide communications, including messaging from the Head of School, marketing, and admissions. I identify and act on written and oral communication needs; administer digital systems from online workspaces to parent portals; structure and oversee the school calendar, all student progress reports, and whole-school events; generate digital assets via photography and graphic design; provide tech support and implementation; act as primary liaison with our parents' association; and support the community of faculty and families through general administration and registrar work.
- I enjoy synthesizing ideas among people and platforms, drawing on a deep familiarity with my organization. To better understand my work, I spend time conversing with and taking in the perspectives of my community members.
- When we changed our name to East Bay Montessori in 2023, my role included the naming committee, primary communications, and rolling out the change in media throughout the school.
- Immediately following a recent ask letter I wrote for our Annual Fund, we received 11% of the year's donation totals (compared with between 0.15% - 5% per week in the surrounding 5 weeks).
- During several years in our administration without an Admissions Director (COVID included), I took on 85% of the admissions process and succeeded in maintaining our enrollment within a 5% fluctuation of the 5-year average, while also fulfilling my primary duties.

LUKE KEEGAN PHOTOGRAPHY — Northern California

**Photographer**

May 2017 - present

As a second photographer, I primarily shoot weddings, capturing both directed and candid moments, assisting in large group portrait sessions, and helping keep everyone to the timeline.

PIEDMONT BALLET ACADEMY — Piedmont, CA

**Ballet Instructor**

September 2023 - May 2024

Instructed the highest student level at PBA in classical ballet technique, pointe, and repertoire.

PIC-TIME — Kensington, CA

**Contracted Copy Editor**

June 2015 - August 2016

Provided copywriting and editing counsel to Art Director (who spoke English as a second language); created campaign concepts to support client design aesthetic; wrote, edited, and helped maintain social media accounts, contests, and website content.

UC BERKELEY EXTENSION — Berkeley, CA

**Administrative Assistant**

October 2010 – June 2011

Acted as facilities liaison among multiple campuses, facilitated the rental of classrooms to outside organizations, managed Xerox accounts, and provided administrative assistance to educational business development projects.

HEALTHCORPS — New York, NY

**School Coordinator, Murray Bergtraum High School**

January 2009 – June 2010

Worked to combat the growing threat of childhood obesity and other lifestyle-related diseases through interactive, preventative health workshops in classrooms, afterschool cooking classes, and health fairs.

ELEPHANT PHARMACY — Berkeley, CA

**Front-End Supervisor**

October 2005 - October 2008

Performed manager-on-duty tasks; supervised and wrote a schedule for 20-30 employees; wrote and administered employee reviews; trained and coached front-end team; set and maintained high customer service standards.

HEALDSBURG BALLET — Healdsburg, CA

**Dance Instructor**

September 1995 - June 2005

Taught ballet and jazz classes ages 3 to 18+ at the Healdsburg Ballet Studio and at Sonoma Country Day School. Ran rehearsals, held working and institutional knowledge of repertoire, and assisted with general operations.

## REFERENCES

**Dylan McCrystal** / 949.378.4922 / [dylan@eastbaymontessori.org](mailto:dylan@eastbaymontessori.org)

SITE DIRECTOR, EAST BAY MONTESSORI

**Rachel Kleinman** / 602.618.8552 / [rachel@eastbaymontessori.org](mailto:rachel@eastbaymontessori.org)

ADMISSIONS DIRECTOR, EAST BAY MONTESSORI

**Luke Keegan** / 707.972.6814 / [hello@lukekeeganphotography.com](mailto:hello@lukekeeganphotography.com)

OWNER, LUKE KEEGAN PHOTOGRAPHY

**Isa Maloof** / 510.388-0257 / [maloofisa@gmail.com](mailto:maloofisa@gmail.com)

PERSONAL REFERENCE / ASSISTANT PROFESSOR OF WRITING STUDIES, SAINT MARY'S COLLEGE OF CALIFORNIA