



Caroline Geys Professional / Creative C.V.

1980 Born Wilryk, Belgium

Education

2005 | Florida Atlantic University

- Bachelor of Business Administration | Double Major in Marketing and Real Estate

2007 – Present | WesCar Management | Public Relations Specialist

- Write and pitch press releases to news stations, editors, and publishers
- Creating press kit for website and marketing tools
- Coordinating special events on and off company's office location
- Organizing and updating company press list

2005 – 2007 | Kobi Karp Architecture & Interior Design | Marketing Coordinator

- Responsible for project award submissions and updating publications
- Write and pitch press releases to editors, publishers and news stations, coordinating and editing interviews sent to publications, and organizing and updating company press list
- Utilizing Photoshop to improve and edit renderings, photos, publications and awards, and updating website with new project photos, renderings, press releases and publications
- Designing project portfolio books and DVD media package to distribute to existing and potential clients, and research multiple media types to find out which channel would be most effective in reaching Kobi Karp's target audience
- Ensuring company logo is included in all media placements
- Coordinating photo shoots for new projects to be placed in publications

2003 – 2004 | Sevell Realty Partners | Intern

- Conducted market value analysis for commercial real estate firm in Boca Raton, Florida
- Conducted to supporting the company's marketing efforts through creation of various types of marketing and promotional materials
- Pre-qualified potential commercial tenants via cold calling

Creative Experience

Present | carolinegeys.com | Founder

- Designed website to showcase my original artwork and fashion design
- Serve as a creative resource for the Caroline Geys overall brand

Present | beitdesigns.com | Co-Founder/Creative Director

- Provide comprehensive design and creative services

Solo Exhibitions

- 2009** Miami Beach, Florida – Prive
- 2008** Miami Beach, Florida – Residences of Gansevoort South, Art Basel
- 2007** Miami, Florida - White Room, Art Basel
- Miami, Florida - Circa 28 Lounge & 2nd Floor Gallery Space
Wynwood 2nd Saturday's Art Walk
- 2006** Miami Beach, Florida – The Room
- 2005** Miami, Florida – Sweat Records
- 2004** Hollywood, Florida – Sonar Lounge
- Miami Beach, Florida – Nerve Lounge
Fusion of Art and Music
- 2002** Gainesville, Florida - Plasma Lounge
Farewell to Caroline Geys

Group Exhibitions

- 2009** Miami, Florida – Wynwood Lofts Art Complex (October)
- 2008** Orlando, Florida - LG Art Gallery
- 2008** Coconut Grove, Florida
Gallery Jax Inaugural Opening
- 2004** Boca Raton, Florida
- 2003** Melbourne, Florida
Benefit Show for The American Cancer Society

Corporate Collections

LG Gallery, Orlando/Florida

Commissions

- 2008** LG Gallery, Orlando/Florida
- 2007** LG Gallery, Orlando/Florida

Commissions Continued

- 2006** Trish and Dave Boddy, Vero Beach/Florida
- 2006** Jake Serure, Miami/Florida
- 2004** Courtney Skultety, Orlando/Florida

Special Projects

- 2009** antennae Miami/Florida
Teamed in the development of collateral, web and branding materials
- 2009** We Love Colors Miami/Florida
Collaboration for one-of-a-kind Caroline Geys tights to be sold via welovecolors.com and Charlie & Sam Boutique, Williamsburg-Brooklyn, New York
- 2009** Art Studio Miami Miami/Florida
Teamed in the development of collateral, web and branding materials
- 2008** Mood, Outright Rock Records New York/New York
Design of Album Cover
- 2008** The Step Card Collection
Designed first 24 edition of greeting cards
Teamed in the development of collateral and branding Materials.
- 2007** Modernage, Prilla Records Miami/Florida
Design of Album Cover
- 2006** Modernage, Prilla Records Miami/Florida
Design of CD package
- 2005** Plant Music, New York/New York
Design of CD booklet and Package

Works on Loan

- 2009** Heathrow Country Club, Orlando/Florida
- 2008** Hannibal's, Orlando/Florida
- 2008** Terra Mia, Orlando/Florida

Related Ventures

- 2006** Miami, Florida – Clothing for purchase at Misery & Co.
- 2005** Miami, Florida – Clothing for purchase at Sweat Records
- 2004-2005** Miami, Florida – Clothing for purchase at Objex ArtSpace
- 2004-2005** Ft. Lauderdale, Florida – Clothing for purchase at Jezebel's
- 2004** Miami, Florida – Clothing for purchase at Parallel Universe, Art Show of the New Movement
- 2003** Hollywood, California – Clothing for purchase at Frecuencia Modulada

Press

- 2009** The Faster Times "Fashion's Night Out: More Cachet Than Cash"
Fastertimes.com
- Brooklyn.com "Fashion Tips from small-spending stylistas"
- Press Release "Miami Contemporary Painter, Caroline Geys Paints the Town Leg"
- Artennae July 2009 Global Broadcast
- Level Magazine "Key Players" May "Her's" Issue
- 2008** Ocean Drive Magazine "Almost Famous" December
"Art Basel" Issue
- Post Press Release "Abstract Architectural Artist, Caroline Geys Painted the Residences at Gansevoort South
Distinct & Memorable Shades of Art Basel 08"
- Gen Art Pulse Miami "Caroline in the City"
- The Miami Laker "Levenson's "stepcardcollection" goes to national retail distribution May 12"
- Media Release "New Stepfamily-Specific Greeting Cards Hit U.S. Stores "thesteppcardcollection" Now Available in 40
"thesteppcardcollection" Now Available
In 40 Carlton Cards and American Greetings Locations

Press Continued

- 2007** Media Release "Circa 28 and 2nd Floor Gallery Space presents: Wynwood 2nd Saturday's Art Walk"
Metromix "Circa 28 transforms for just one night"
- 2005** MiamiARTzine "Artist's Spotlight"

Donations

- 2009** Miami, Florida - Art Studio Miami
- 2005** Miami, Florida - Cystic Fibrosis Foundation Gala
- 2004** Miami, Florida – Cystic Fibrosis Foundation Gala