

**Carole Gaudet**  
**Communicator · Writer · Marketer**  
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## WORK EXPERIENCE

**Principal, CaroleGaudet.com** 2008 - present

- Independent consultant offering strategy, marketing, brand identity and strategic content creation
- Expertise and experience with renewable energy, energy efficiency, utilities, sustainability, smart grid, and mission-driven organizations
- Create brand platforms, messaging strategy, digital content, tag lines, etc.
- Clients include mar/comm./branding firms, power and technology suppliers, utilities, municipalities, research institutions, graduate schools, law firms, b2b

**Principal, Business Manager & Assistant Teacher, Mindful Work Project** 2015 - present

- Deliver corporate workplace mindfulness training program that provides a foundation in meditation and fosters greater empathy, focus, better listening, well-being, and kindness with self
- Managed, promoted and provided strategic direction and vision for Tuck Mindfulness Society—twice weekly mindfulness meditation courses at the Tuck School of Business, open to entire community. Increased attendance by 100% over two years.

**Marketing & Communications Specialist, Tuck School of Business** 2012 - present

- Lead marketing and communications efforts for research center in one of nation's top-ranked business schools; cross-collaborate with key partners across Tuck and Dartmouth
- Create targeted messaging to drive event attendance, engage key audiences, and promote center identity and messaging
- Provide direction and support to student teams for events and initiatives; assist students in creating digital content
- Experience with website content and management, multiple-audience newsletter campaign strategy, internal and external communications, identifying and pursuing media opportunities, campus-wide event collaboration, writing news articles and blogs for web, social media and other collateral

## Other Experience

- 1994 - 2006: Law Offices of Campbell & Saunders, Quechee, VT. Part time involvement with general practice firm. Partnership agreements, non-profit applications, immigration applications, real estate matters
- 1985 -1986: Yunnan Teachers' University, Kunming, China. Taught university-level English in provincial capital

## CONTINUING EDUCATION

### Writing Workshops and Seminars 1999 - present

- Regularly attend creative writing workshops: Wesleyan University Writers' Conference; Society for Children's Writers and Illustrators; The Writer's Center

### Courses in Energy Law, Vermont Law School

- Renewable Energy: Law, Policy and Regulation: local, state and federal laws and policy influencing renewable fuels; survey utility grid planning, management and challenges
- Energy Project Finance and Development: In-depth study of legal and regulatory issues associated with the development and project financing of energy projects

## EDUCATION

### Vermont Law School, South Royalton, VT **MSL, magna cum laude** 1994

- Master of studies in environmental law and policy
- Courses in administrative law, natural resources management, land use and pollution prevention

### Northwestern University School of Law, Chicago, IL **JD** 1993

- Focus on Corporate, Tax and Real Estate Law

### Smith College, Northampton, MA **BA, cum laude** 1985

- Major: History. Concentration: Chinese History. Language: Chinese.
- Smithereens a capella singing group

**INTERESTS:** cartooning, dancing, children's literature & book market, theoretical physics