

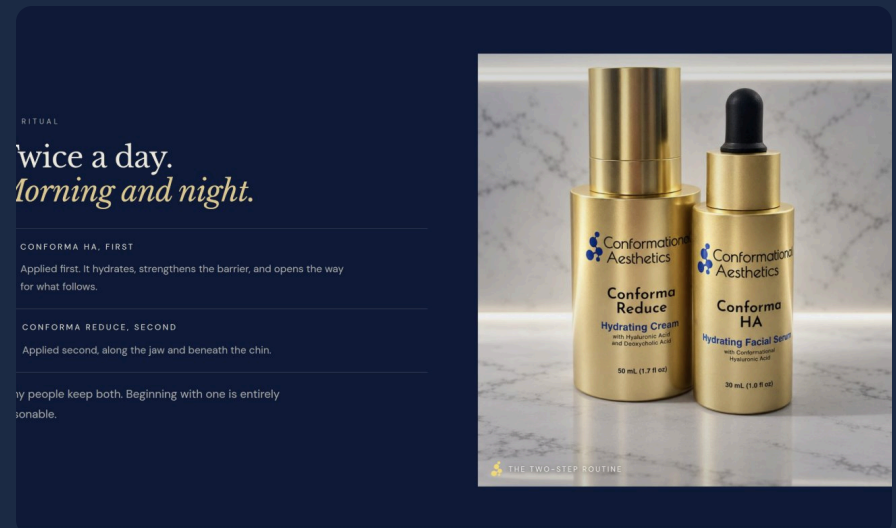
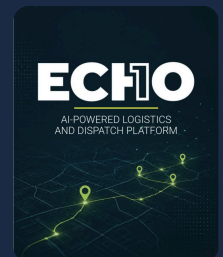
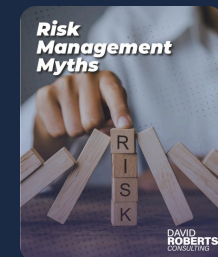
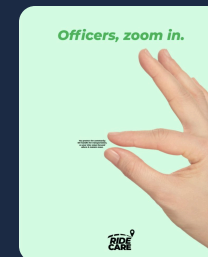
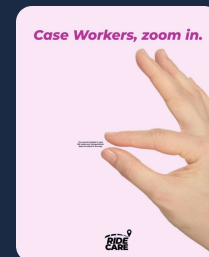
Selected Work

An Amazon Storefront, events, social campaigns and published writing for a skincare brand, a consulting firm and its healthcare client, an ad agency and a startup.

- 01 Conformational Aesthetics** Amazon Storefront & social
- 02 RideCare Conferences** Event marketing
- 03 Social Campaigns** RideCare & David Roberts
- 04 N2 Advertising** Monthly series & team spotlights
- 05 Published Writing** N2 Advertising blog
- 06 Fox Nox** Startup brand launch
- 07 Fashionably Late** Podcast identity & social

Oklahoma City, OK (918) 805-3964 carsynklong@gmail.com

linkedin.com/in/carsynlong carsynlong.com



01 Conformational Aesthetics

Marketing Manager · Clinical skincare · Sep 2026 – Present

THE WORK

Conformational Aesthetics makes Conforma HA and Conforma Reduce, skincare built on technology licensed from a South Korean lab. I run the brand's Amazon Storefront, its social media and its ChatGPT ads.

WHAT I DO

- Manage the multi-page Amazon Storefront: Home, product and "The Science" pages.
- Keep listings, images and clinical claims accurate across the store.
- Plan and publish Instagram content, from education carousels to the wholesale launch.
- Run ChatGPT ads on a brand-new AI ad platform.

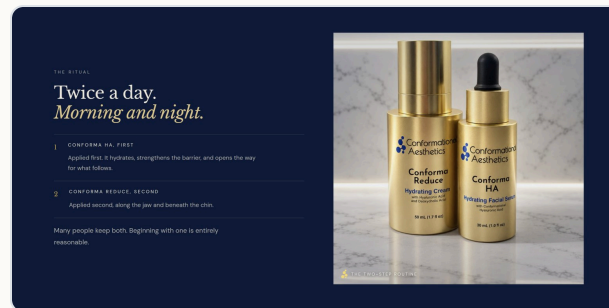
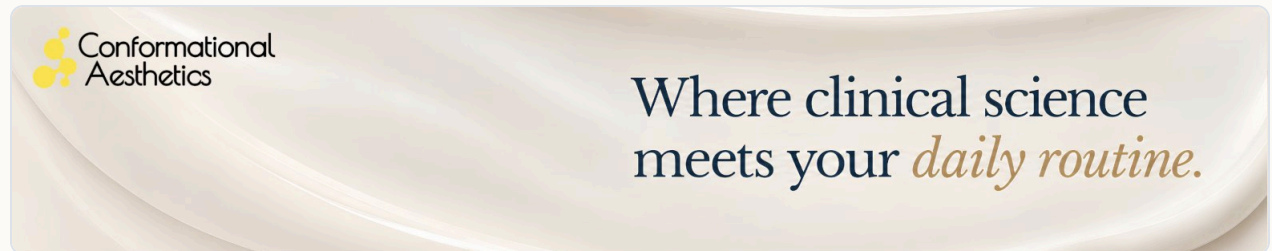
SKILLS SHOWN

Amazon Storefront

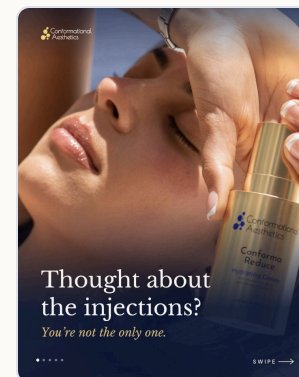
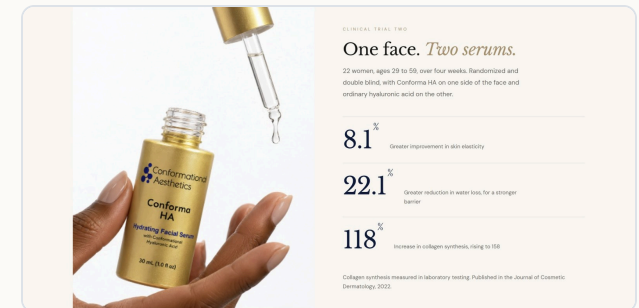
Marketplace listings

Social content

AI advertising



Amazon Storefront modules: the banner, the two-step routine and clinical results.



Instagram, September 2026: education carousels and the wholesale launch.

02 RideCare on the Conference Floor

Marketing Specialist, David Roberts Consulting · Client: RideCare · 2026

THE WORK

RideCare provides secure behavioral health transportation for hospitals, behavioral health programs and law enforcement. I represented the company at national and regional conferences, working the booth and starting conversations with the people who refer and coordinate rides.

WHAT I DID

- Staffed the booth at the National Sheriffs' Association Conference (Omaha), CIT International (Orlando) and the Kansas Hospital Association Annual Convention.
- Talked with hospital leaders, behavioral health professionals and officers about their transportation gaps.
- Shared each event on LinkedIn to extend its reach.

SKILLS SHOWN

Event marketing

Client representation

Relationship building

LinkedIn content



CIT International in Orlando, the Kansas Hospital Association convention, the NSA conference in Omaha and RideCare's CIT workshop.

03 Social Campaigns

Marketing Specialist, David Roberts Consulting · RideCare and the firm's own channels · 2026

THE WORK

I managed social media for the consulting firm and its client RideCare. Each brand needed its own voice: RideCare speaks to the people who coordinate care and transport, while the firm speaks to business owners about risk and leadership.

WHAT I DID

- A “Zoom In” campaign aimed directly at case workers and officers.
- Launch posts for Echo One, RideCare’s AI-powered dispatch platform.
- A branded thought-leadership series for David Roberts Consulting.

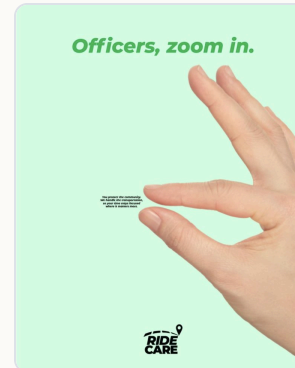
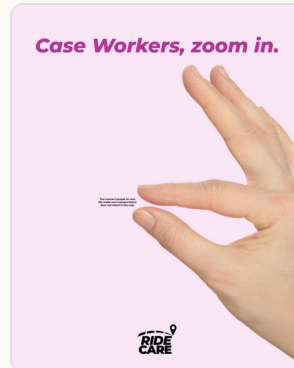
SKILLS SHOWN

Campaign concepts

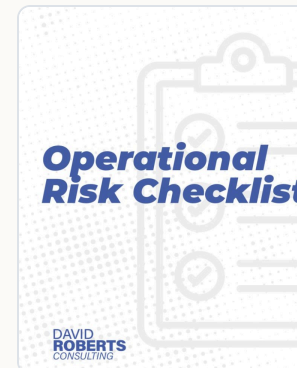
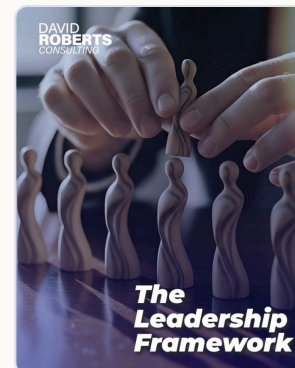
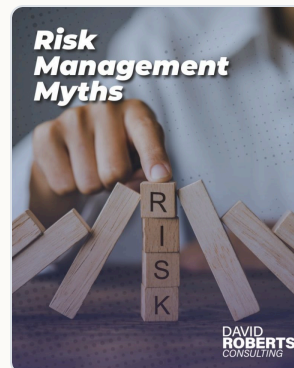
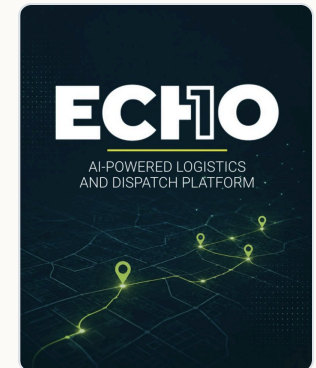
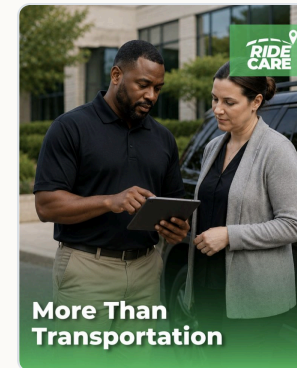
Social design

Brand voice

Product launch



RideCare: the “Zoom In” campaign, a brand post and the Echo One launch.



David Roberts Consulting's thought-leadership series, plus a RideCare holiday post.

04 N2 Advertising

Social Media Marketing Intern · Media buying agency, Tulsa · May 2025 – May 2026



THE WORK

I ran N2's Instagram and Facebook for a year, building recurring series that gave people a reason to follow every month, all inside one consistent look.

WHAT I DID

- Created the monthly *We Are N2 Charitable Events* guide and grew it from a single calendar into a photo-led carousel.
- Researched each month's Tulsa fundraisers and kept every date and link accurate.
- Scheduled posts with AI tools and kept the agency's website current.

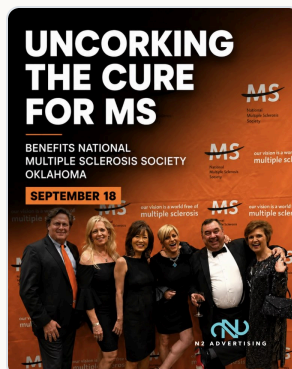
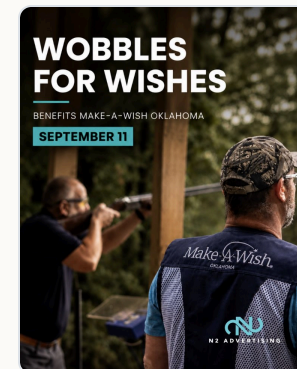
RESULTS

12+

monthly editions

60+

charity events
featured



The September 2026 edition: a photo-led carousel with a poster for each local fundraiser.

04 N2 Advertising (Continued)

Social Media Marketing Intern · Team spotlights and blog launches



THE WORK

Alongside the monthly guide, I introduced the people behind the agency and launched its blog.

WHAT I DID

- Produced a “Meet the Team” series introducing N2’s specialists, with Q&A captions about their roles and favorite Tulsa spots.
- Wrote blog articles on AI and advertising and launched each with a matching promo graphic.
- Supported billboard planning and location mapping, and tracked campaign data in Freewheel.

SKILLS SHOWN

Content series

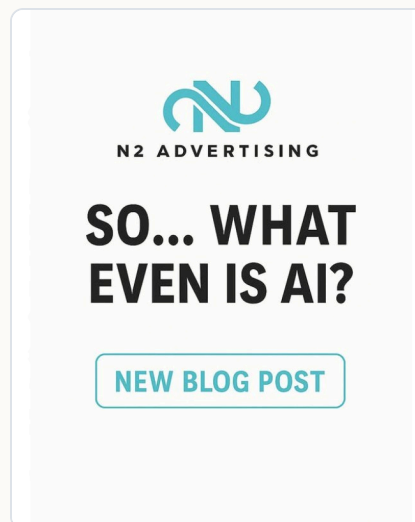
Template design

Copywriting

Brand consistency



The “Meet the Team” spotlight series.



Launch graphics for the blog articles, all built on one template.

THE WORK

Articles written for the agency's blog, translating AI and advertising trends into plain language for small-business owners. Each one launched with its own promo graphic and social posts.

SKILLS SHOWN

Copywriting

Editing

Thought leadership

Content promotion

June 2025

So... What Even Is AI?

A plain-language primer on what AI can and can't do, and why the results depend on the people using it.

n2advertising.com/blog/so-what-even-is-ai

July 2025

What AI Is Doing for Marketers Without You Even Knowing

How AI already shapes everyday marketing, from content creation to digital ads, mostly out of sight.

n2advertising.com/blog/whataiisdoingformarketerswithoutyouevenknowing

August 2025

The Truth About Traditional Advertising in the Age of AI

Why radio and TV still drive action and build brands while everyone chases the newest tools.

n2advertising.com/blog/the-truth-about-traditional-advertising-in-the-age-of-ai

Fox Nox

Social Media Manager · Campus nightlife app, Norman · Dec 2024 – May 2025

THE WORK

Took a new app with no audience to launch.
 Built the social presence from zero,
 promoted the launch event and kept a steady
 stream of content going through the first
 semester.

WHAT I DID

- Planned the content calendar from the “Coming Soon” teasers through launch week.
- Designed story graphics for app features, deals and the launch-night event.
- Produced on-the-street video interviews on Campus Corner.

RESULTS

700+
app users

150%
lift in engagement

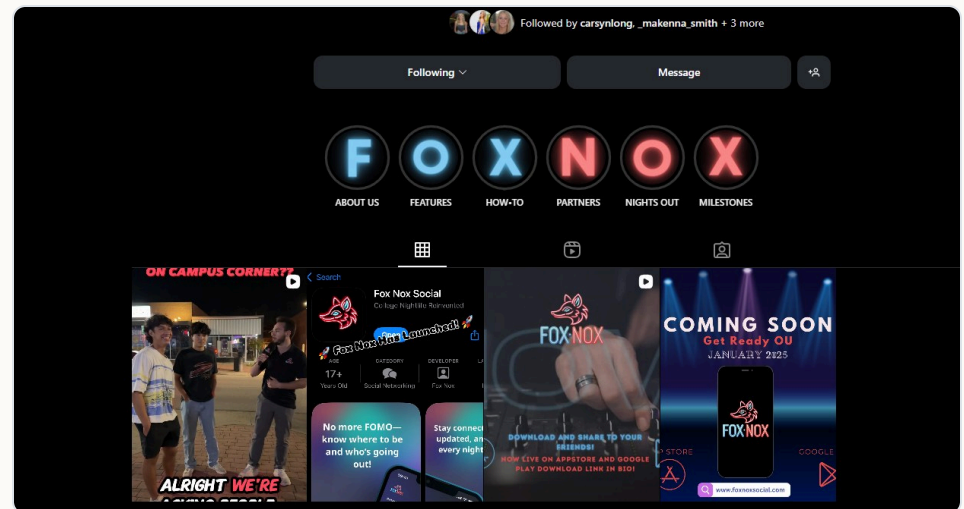
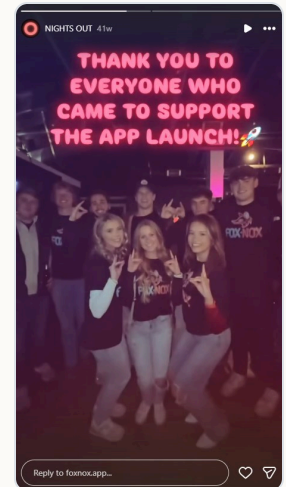
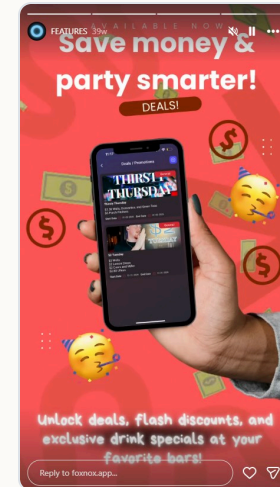
SKILLS SHOWN

Brand launch

Event promotion

Video content

Audience growth



Instagram profile with story highlights organized by topic.

07 Fashionably Late Podcast

Co-Host & Social Media Manager · Campus fashion podcast · Aug – Dec 2024



THE WORK

Co-created a fashion podcast with two classmates and ran its social channels, turning long-form audio into short visual pieces that brought listeners to each episode.

WHAT I DID

- Planned and published content across TikTok, Instagram and YouTube.
- Created host introductions, episode announcements and thumbnails.
- Cut short-form clips from each episode to promote the full show.

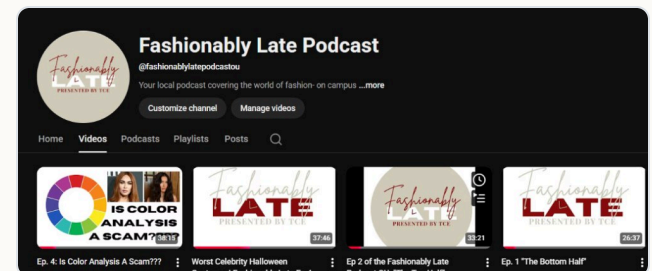
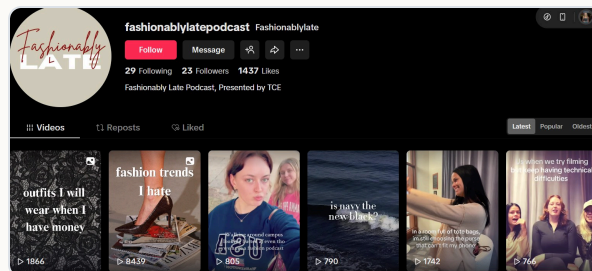
SKILLS SHOWN

Visual identity

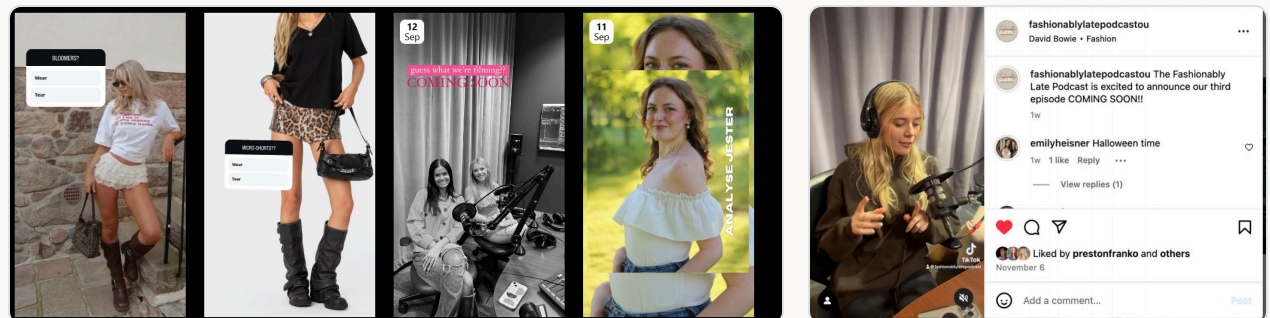
Thumbnail design

Short-form video

Cross-platform



TikTok and YouTube channels: clips, episode thumbnails and full episodes.



Instagram stories and episode announcements.