
Carole A. Livingston President

Carole formed Livingston Marketing & Communications in 1995, providing strategic consulting services for businesses in technical and professional services industries. Carole's breadth of experience and realistic perspective allow her to address clients' marketing needs with a balance of creativity and practicality. Under her guidance, Livingston Marketing & Communications now has clients in the manufacturing, architecture, and construction and property services industries. The firm's work ranges from completion of special one-time projects to development and execution of comprehensive integrated marketing programs for clients, with impressive results.

Prior to forming Livingston Marketing & Communications, Carole worked for Keyspan Energy in a wide variety of increasingly responsible positions. Her career there began in the Construction and Engineering departments and later broadened to the Public Relations and Human Resources departments. She served as Chief of Staff to the Senior Vice President for Corporate Affairs, encompassing government and community relations, advertising, media and public relations, graphics and art production, where she provided organizational and operational consulting and project services. Carole directed large-scale communications and public relations projects from strategy through execution. She was Director of Employee Communications for 3,500 employees, leading workshops and presentations and producing newsletters, videos and magazines. She designed corporate-wide personnel systems and was a leader of significant organizational change efforts.

Carole earned a B.E. degree in Mechanical Engineering from The Cooper Union in New York City and an M.S. degree (magna cum laude) in Business and Technology Management from Polytechnic University in New York. She also has professional training in public relations and several other fields. Carole is a member of several trade and professional associations, and has presented on various marketing topics at their conferences.



Consulting Services

- Strategic Planning
- Public Relations
- Branding
- Communications Planning
- Advertising
- Sales Literature
- Product Launches
- Internet Presence
- Government Relations Strategies
- Proposals and Technical Writing

Education

MS, Business Administration
Polytechnic University
Brooklyn, NY

BE, Mechanical Engineering
Cooper Union, New York, NY

Professional Affiliations

- American Architectural Manufacturers Association (AAMA)
- New Jersey Business & Industry Association
- New York Building Congress
- Northeast Window & Door Association (NWDA)