

# Caitlin Communications

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## EDUCATION

**University of Georgia**, Athens, GA

May 2021

*Bachelor of Arts* **Major:** Advertising

**Minor:** French, **Certificate:** New Media

**Cumulative GPA:** 3.4/4.0

## RELEVANT COURSEWORK

Advanced Graphic Communications, Media Planning, Editing and Production, Law of Mass Communication, Marketing Strategies and Decision Making, New Media Analytics, New Media Technologies, Public Relations Communications, and Web Programming

## MULTIMEDIA EXPERIENCE

*Web Designer/Graphic Artist*, **Information Security Center**, Athens, GA

August 2019 – Present

- Design and maintain 3 corporate websites for nonprofit organization
- Manipulate web pages and graphics using JavaScript in an office environment
- Maintain organized documentation to ensure that web pages are dynamic and readily updatable for future employees
- Provide advice to clients regarding graphic design and layout issues
- Instruct 25+ peers on website organization and use of Dreamweaver to edit HTML

*Assistant Editor/Writer*, **Red and Black**, Athens, GA

August 2019 – Present

- Earn repeated commendations for excellence in writing; promoted to Assistant Editor within first 6 months
- Write 2-3 articles weekly on a variety of topics such as Sports, Music, and Food & Dining
- Report on local events, secure sources, double-check facts, and meet strict deadlines
- Pitch unique and engaging story ideas to Editor-in-Chief for publications

*Production Assistant Intern*, **Global Digital Media Production**, Atlanta, GA

May 2018 – August 2018

- Assisted in the editing and post-production of video and media projects using Final Cut Pro
- Organized travel schedules, meetings, and routes for 10 production team members
- Prepared and distributed briefing notes and scripts for production team daily
- Learned how to be adaptable and responsive to change in a fast-paced environment

## PROJECT EXPERIENCE

*New Media Analytics Course*, **Dawgy Dawg Social Media Campaign Project**, Athens, GA

May 2019 – August 2019

- Created a uniquely targeted social media plan to be executed primarily through Facebook and Twitter
- Increased brand awareness by 300 likes on Facebook and 100 followers on Twitter within 2 months of campaign
- Evaluated Google Analytics, expanding marketing strategy to include Pinterest; increased website traffic by 32%
- Designed promotional material using InDesign and Illustrator software

## ADDITIONAL EXPERIENCE

*Pool Manager*, **Atlantic Pool Service**, Atlanta, GA

May 2017 – August 2017

- Developed strong leadership abilities by managing 400-member swimming facility
- Maintained organized records for 35 employees utilizing PeopleSoft Database System
- Effectively communicated with Board of Directors to ensure that members' needs were consistently met
- Collected entrance fees totaling up to \$500 per day

## TECHNICAL SKILLS

- **Software:** Macromedia Flash, Dreamweaver, Fireworks; Adobe InDesign, Photoshop, ImageReady, Illustrator, Premiere, After Effects; Microsoft Office Suite (including Access); Apple Final Cut Pro, Quicktime Pro; Digidesign Pro Tools
- **Analytics:** Google Analytics and Hootsuite
- **Programming Languages:** HTML; SQL; CSS; ActionScript; JavaScript; Director Lingo; VBA