

Caitlin Communications

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EDUCATION

University of Georgia

Bachelor of Arts, Advertising

Minor, French | Certificate, New Media

Athens, GA

May 2023

Cumulative GPA: 3.40/4.00

RELEVANT COURSEWORK

Advanced Graphic Communications, Media Planning, Editing and Production, Marketing Strategies and Decision Making, New Media Analytics, Public Relations Communications, Web Programming

TECHNICAL SKILLS

Software: Adobe InDesign/Photoshop/Illustrator/Premiere/After Effects, Macromedia Flash, Microsoft Office (including Access), Apple Final Cut Pro, Quicktime Pro, Digidesign Pro Tools

Programming Languages: HTML, SQL, CSS, ActionScript, JavaScript, Director Lingo, VBA

Analytics: Google Analytics and Hootsuite

MULTIMEDIA EXPERIENCE

Information Security Center, *Remote Web Designer* | Athens, GA

August 2021 - Present

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

The Red & Black, *Assistant Editor/Writer* | Athens, GA

August 2021 - Present

- Commended for excellence in writing and promoted to Assistant Editor in 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

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

May 2020 - August 2020

- 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

PROJECT EXPERIENCE

New Media Analytics Course, *Dawgy Dawg Social Media Campaign*

May 2021 - August 2021

- Created a uniquely targeted social media plan to be executed primarily through Instagram
- Increased brand awareness by 100 followers on Instagram within 2 months
- Evaluated Google Analytics and increased web traffic by 32%
- Designed promotional material using InDesign and Illustrator software

ADDITIONAL WORK EXPERIENCE

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

May 2019 - August 2019

- Developed strong leadership abilities by managing 400-member swimming facility
- Maintained organized records for 35 employees utilizing PeopleSoft Database System

INVOLVEMENT EXPERIENCE

Women in Media

May 2022 – Present

- Network with industry professionals by attending general body meetings and events

AdClub @ UGA

January 2022 – Present

- Build portfolio samples by participating in creative workshops and educational programming