

Caitlin Communications

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EDUCATION

Western Kentucky University

Bachelor of Arts, Advertising

Minor, French | Certificate, New Media

Bowling Green, KY

May 2023

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 | Bowling Green, KY

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 | Bowling Green, KY

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 | Bowling Green, KY

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 | Bowling Green, KY

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 @ WKU

January 2022 – Present

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