**Caitlin Communications**

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**EDUCATION**

**Western Kentucky University** Bowling Green, KY

*Bachelor of Arts, Advertising* May 2023

Minor, French | Certificate, New Media

**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