

# Caitlin A. Caswell

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## AREAS OF STRENGTH

- Campaign Implementation
- Brand Strategy
- Copywriting/Editing
- Data Collection/Analysis
- Advertising & Promotions
- Partner Marketing
- Content Management
- Organic/Paid Marketing

## PROFESSIONAL EXPERIENCE

### **California Academy of Sciences**

*September 2016 - April 2017*

#### *Sr. Vertical Marketing Analyst*

- Conducted extensive and high-impact outreach campaigns to build and foster relationships with members of the media, key industry stakeholders, and organizations.
- Developed outreach and content strategies that helped maximize NerdWallet's insurance content and brand distribution.
- Led data driven and social campaigns utilizing real time insights and metrics to optimize in real time.
- Spearheaded influencer marketing campaigns - organized multiple resources to get campaigns successfully off the ground (social, organic marketing, content, influencers) which led to an influx of traffic from a new audience.

### **California Academy of Sciences**

*June 2015 - September 2016*

#### *Marketing Associate*

- Assist media planning, effective placement, and execution of marketing campaigns to deliver on departmental goals of 1.18M visitors and \$17.6M GA revenue.
- Develop and execute integrated marketing and media plans—including strategy, creative briefs, and advertising by leveraging focus groups, data analysis and Nielson market research studies for maximum ROI.
- Track and analyze performance metrics (Google Analytics, Crazy Egg, Qualtrics) to optimize paid/organic campaigns and report insights to management to help inform overall marketing strategy and spend.
- Coordinate with external advertising partners and internal creative and marketing teams to deliver advertising asset.
- Lead marketing strategy and promotions to extend sponsorships for quarterly and neighborhood free day programs.
- Oversee the invoicing and tracking of expenditures for budgets up to \$3.5M.

### **California Academy of Sciences**

*August 2014 - April 2015*

#### *Marketing Coordinator*

- Managed added value to maximize exposure by leveraging resources and partnerships such as ABC, NBC, iHeartRadio, Univision, Cumulus, 7x7, KQED, and others.
- Independently manage the advertising, promotions, and media sponsorship for the Penguins+Pajamas sleepover program, generating \$320K+ in direct revenue and 3.6k+ guests in FY15.
- Generate brand awareness through promotions with media and community partners via co-branding, event development, and community outreach.
- Gather assets, write copy, and manage production schedule to facilitate campaign development and implementation.

### **California Academy of Sciences**

*December 2013- August 2014*

#### *Executive Assistant to Chief Marketing Revenue Officer*

- Actively contribute to the development of marketing plans through the coordination of focus groups and delivery of consumer insights.
- Optimized calendar management to coordinate the planning and scheduling of meetings, conferences, and travel.
- Create and maintain reports, presentations, and other documents as needed.
- Provide research, admin, and implementation support to support members of the Marketing Department.

## EDUCATION

### **San Francisco State University**

*August 2009 - August 2013*

#### *BS Business-Marketing*

### **American Business School**

*January 2012 - June 2012*

#### *Study Abroad: Paris*