

CAITLIN BUTLER
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Experience

2018 - Present The Economist Magazine
Sales, Experiential Marketing

- Awarded 'Top seller' of the North America team.
- Promoted outreach, engagement and managed magazines image, as Brand Ambassador. Increased new subscriptions.
- Educated and informed customers while representing The Economist Magazine.
- Executed direct sales in unconventional settings such as guerrilla street campaigns, co-working spaces and conferences.
- Engaged the public with specific articles from the Economist through experiential & participatory campaigns partnering with numerous sustainability organizations including Hungry Harvest, Tree Nation, and Beyond Meat.
- Member of the DC sales team that sold 656 subscriptions way over target.

2014 - 2017 Brand Ambassador

- Promotional liaison for companies including: Amazon, Apple, AT&T, Nike, Nikon, Snapchat, TBS, Verizon.
- Interacted with clients to promote and raise awareness of multiple brands at high level events including:
The US Open, The New York Comedy Festival, Comic Con, Tribeca Film Festival, The New York Auto Show, New York Children's Festival, Pop up event for Bumble and Dior, promotions for movie premieres such as The Mummy and Psych.
- Recruited, trained and led staff of junior brand ambassadors.

2011-2014 Zagat Survey
Personal Assistant to Tim Zagat

- Scheduled, organized, and planned meetings/deadlines.
- Coordinated in promotional events.
- Made announcements to restaurant owners that they've made the Zagat list.
- handled mail and liaising with clients.

2010-2011 Sky Perspectives, LLC.
Studio Manager

- Organized and pre-produced all photo shoots.
- Hired assistants, booked talent, and handled catering.
- Oversaw studio operations during the shoots and from start to finish.
- Delivered final product to clients.
- Supervised and trained assistants.

Education Hunter College - Bachelors of Arts in Communications. Graduated in January 2013.

Skills Proficient in Microsoft Excel, Microsoft Word, Adobe Photoshop, and Final Cut Pro.