

# Caitlin Dawley

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## SUMMARY

Passionate entertainment industry professional focused on developing marketing campaigns, producing eye-catching graphics, and creating strategic content for social media platforms.

## EXPERIENCE

**Live From Snack Time** Remote  
*Freelance Marketing Specialist* Dec 2022-Present

- Create video content to extend brand into Tik Tok and update Pitch Deck to gain partnerships
- Cultivate a spreadsheet with past posts and performance for data analysis, quotes for themed Instagram carousels, and a 2022 editorial calendar

**Walt Disney Studios** Los Angeles, CA  
*Digital Marketing Intern* May 2022-August 2022

- Contribute to weekly meetings with the 5 digital teams by providing feedback on upcoming social campaigns for titles such as Lightyear, Obi Wan Kanobi, and Thor: Love and Thunder
- Make static content and gifs for Ms. Marvel campaign which gained 1.15 million impressions
- Complete Twitter, Instagram, and Facebook audits for press junkets and social scans
- Create Keynote presentations of current trends and conduct competition analyses
- Capture live content at film premieres and assist with copywriting following the event

**NBC Universal (NBC Sports Group)** Stamford, CT  
*Motion Graphics Intern* Jan 2022-May 2022

- Work with art director and project manager to create graphic elements for on-air programming

**Television Academy** Los Angeles, CA  
*Marketing Intern* June 2021-September 2021

- Assist with researching, brainstorming, and creating digital marketing materials and social media content on Instagram, Facebook, Twitter, and Giphy
- Complete asset searches through the company's photo library, past Emmy shows, and panels
- Use the Adobe Suite to create downloadable graphics for the 73rd Emmy Awards. One of my graphics has reached the top 5 most viewed Television Academy gifs on Giphy with over 77 million views

**H2R Productions** Los Angeles, CA  
*Social Media Intern* June 2021-September 2021

- Ideate social media ideas, research top competitors, and create and post engaging content

**Les Fleurs Flower Shop** Andover, MA  
*Video Editor* March 2019-June 2021

- Brainstorm new video ideas and capture the video clips and audio
- Edit videos using Final Cut Pro to be posted on the Youtube channel and Les Fleurs' blog

## EDUCATION

**Quinnipiac University** Hamden, CT  
Master of Science, Interactive Media and Communications Expected May 2023

Bachelor of Arts, Double Major, Advertising and Integrated Communications  
and Graphic and Interactive Design May 2022

GPA: 4.0, Summa Cum Laude, Lambda Pi Eta Communications Honor Society, Presidential Scholar, Alumni Academic Achievement Award, Outstanding Advertising and Integrated Communications

## TECHNICAL SKILLS

- Graphic Design and Photo Editing with Adobe Photoshop, Illustrator, and InDesign
- Video Editing with Final Cut Pro and Adobe After Effects
- Online communication experience on Slack, Teams, and Monday.com
- Create Websites using Wix, Invision, Google Sites, WordPress, and HTML Coding