

CAITLIN MADDEN

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DIGITAL MARKETING INFORMATION PROFESSIONAL

Goal-Oriented undergraduate student pursuing a major in Interactive Media Studies with an additional minor in Marketing. Career objective is to utilize my Digital Media, Design Technology and Business Training to pursue a career in Digital Marketing where I will be able to focus on Branding and Advertising.

COMPETENCIES / CERTIFICATIONS

- Digital Marketing
- Brand Development
- Adobe Creative Suite
- Time Management
- Creative Thinking
- HTML/CSS
- JavaScript
- jQuery
- User Experience
- Google Analytics
- Google Ads
- Facebook Blueprint
- Hubspot
- Twitter Flight School

EDUCATION

MIAMI UNIVERSITY Oxford, OH
Bachelor of Arts, Interactive Media Studies
Cumulative GPA: 3.47 Major GPA: 3.43

Expected Graduation: May 2021

Project: Social Media Marketing Audit and Analysis (Panera Bread)

- Utilized Adobe Spark Pages to illustrate, document and assess Panera Bread's current social media efforts
- Analyzed brand's social media voice and dimensions that contribute to maintaining voice across different platforms
- Identified where Panera Bread succeeds in best practices and how content varies for consumers within different stages of the buyer's journey
- Highlighted overall strengths/weaknesses; providing recommendations on how to improve social media practices
- Project can be accessed via my LinkedIn page

MAGNIFICAT HIGH SCHOOL Rocky River, OH

Sep. 2012 - May 2016

- Graduated June 2016
- Travelled abroad to Ireland, England and Scotland

PROFESSIONAL EXPERIENCE

AMERICAN GREETINGS Westlake, OH

Creative Specialist – On Call

April 2018 - Present

- Supporting member of the American Greetings Cost of Goods Reduction Initiative
- Responsible for archiving existing Greeting Card designs that have been designated as obsolete
- Successfully identified and archived ~5% of obsolete designs (30,000 designs year-to-date)
- Archiving designs produces an updated, current and active inventory for American Greetings

VOLUNTEER EXPERIENCE

HORIZON CHILD DEVELOPMENT CENTER, Cleveland, OH

Teaching Assistant

Summer 2016

- Responsible for the care of 20 children; ages ranged between newborn to 5 years old
- Managed daily tasks associated with:
 - Preparing of meals - breakfast, lunch and dinner
 - Set-up and take-down of daily decoration within the classroom
 - Overseeing daily craft or learning activities