

# Caitlin Moody

## **Marketing Assistant - Tru-D SmartUVC**

Memphis, TN

Willing to relocate: Anywhere

## Work Experience

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### **Marketing Assistant**

Tru-D SmartUVC - Memphis, TN

December 2017 to Present

Monitored active marketing and sale programs and developed approaches to improve campaigns.

- Managed trade show logistics, materials, travel and presentations
- Developed and Implemented social media marketing campaigns, targeted email campaigns, and targeted marketing campaigns.
- Worked directly with the National Sales department to produce lead generating opportunities for capitol purchases
- Supported the Sales team with cold calls, tracking existing and prospective contacts, and utilizing Salesforce
- Developed SEO and SEM strategies to expand brand reach
- Executed targeted email campaigns including the creation of emails, deploying and tracking of campaigns and reporting as well as communication with the sales team.
- Assisted with maintaining social media sites and planning.
- Organized and maintained digital marketing collateral and project management tools between creative firms and Tru-D.

### **Marketing Assistant**

Crowd's Line Sports Marketing - New York, NY

September 2017 to August 2018

- Implemented targeted advertising plans using social media platforms
- Analyzed results from marketing campaigns from target audiences

### **Communications Assistant for department of Facility Services**

University of Tennessee - Knoxville, TN

January 2016 to December 2017

- Completed projects involving digital marketing, digital copying, organizing archives and handling documents with sensitive information
- Developed new methods to file employee training while launching a green initiative
- Consistently updated employee emergency contact information and employee termination records into the Legacy database
- Created training courses for new employees and developed course descriptions
- Completed projects involving digital copying, organizing archives, and handling documents with sensitive information

## Education

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### **Bachelor of Science in Communications in Public Relations**

University of Tennessee Knoxville - Knoxville, TN

December 2017

## Skills

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database (1 year), Event Planning (Less than 1 year), Healthcare (Less than 1 year), Inside Sales (Less than 1 year), Marketing (3 years), MICROSOFT SHAREPOINT (Less than 1 year), project management (1 year), SEARCH ENGINE MARKETING (1 year), SEARCH ENGINE OPTIMIZATION (1 year), SEM (1 year), SEO (1 year), Sharepoint (Less than 1 year), Social Media, Digital Marketing, Excel, Adobe

## Additional Information

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Expertise: Project Management, Inside Sales, Targeted Marketing Campaigns, Email Marketing & Analytics, Social

Media Management, Event Planning (Corporate) and SEO & SEM initiatives

Technical Skills: Adobe Creative Suite, Google Analytics, Salesforce, Definitive Healthcare, Social Studio,

Meltwater, Hootsuite, Nationbuilder, Sharepoint and Legacy Database