



## Caitlin R. Weiner

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### Profile

I am an experienced writer who is passionate about innovative marketing strategies, classical studies, and coffee.

### Education

Bachelor of Science in English  
Minor in Classical Studies  
State College of New York at  
Oneonta - May, 2016

### Related Skills

- Original Content Creation/Blog Writing/Web & Social Media Copy
- Proofreading/Copyediting
- Podcast Production
- Microsoft Office/365, Apple i Work
- Google Webmaster Tools
- Search Engine Optimization
- Medium, Wordpress, Joomla, Televox, etc.
- Photo Editing/Optimization

**References and other published work available upon request.**

### Employment

Internal Marketing Strategist/SEO Writer, 2016-Present  
Presentation Multimedia, Inc.

- Create & coordinate innovative, original content for internal platforms including websites, social media, email campaigns, etc.
- Curate & edit articles for client websites, organize assignments, communicate clearly and efficiently with team members

Content Contributor, Halstead Media Group 2016-Present

- Communicate marketing news and expertise for a variety of industries that can be easily grasped and effectively applied

Tutor, Center for Academic Development 2016  
and Enrichment

- Assist students with areas of difficulty in multiple classes, provide study tips, and strategize appropriately based on students' needs

Program Leader/Parks Team Member, Village 2010-2017  
of Walden Recreation and Parks Dept.

- Oversee and organize activities with over 300 campers and over 30 counselors, train new counselors, mediate needs of musical performers, facilitate seasonal recreation

### Experience

Freelance SEO Writer, Halstead Media Group 2015-2017

Advance Reader, Riptide Publishing 2016-Present

Brand Ambassador, BANGS Shoes 2016-Present

Public Relations Chair, Pitch Slapped 2013-2016  
A Cappella

### Awards, Published Work, and Conferences

#### Awards

Minnie P. Olive Memorial Award May 2016

- Granted to graduating English major with highest GPA

#### Published Work

Online Articles, Halstead Media Group Fall 2016-Present

Online Articles, Presentation Multimedia Fall 2016-Present

Print article, Outdoor Home Magazine Dec. 5, 2016

Poetry, Art & Scope Literary Magazine Spring Issue, 2016

#### Conferences

Presenter, New Critics Conference April, 2016

- Present a fifteen minute literary critical essay, engage in and encourage educational discussion among presenters as well as attendees, answer panel-related questions from students and scholars