

Caitlin Dean

Writer/Editor with experience in marketing and event planning.

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EXPERIENCE

BKD, CPAs & Advisors, Denver, CO *Marketing Administrative Assistant*

FEBRUARY 2019 - PRESENT

Publish regular eNewsletter featuring marketing strategies and tips for client services personnel. Design digital and print ads for publication. Write advertising copy for digital and print ads. Collaborate with the design team to create digital and print ads. Provide administrative assistance to client services personnel. Provide administrative support to: Marketing Manager, Office Manager, HR Manager, Audit and Tax Partners, Financial Directors and VPs, and Managing Partners and three regional offices, including but not limited to travel plans and calendar management. Coordinate large office events for training and entertainment and staff appreciation. On-site COVID-19 Procedures Monitor.

Mary Kay Inc., Dallas, TX *Independent Beauty Consultant/Entrepreneur*

AUGUST 2015 - PRESENT

Entrepreneur business. Provide skin care and beauty consultation to clients. Manage social media presence. Responsible for: generating sales, managing finances, and creating personal marketing strategies.

Ritsema & Lyon P.C., Denver, CO *Marketing Administrative Assistant*

AUGUST 2018 - FEBRUARY 2019

Edited internal employee website to improve communication between three offices. Helped coordinate the annual client seminar of 300+ attendees. Planned and organized staff events, holiday parties and staff appreciation events.

General Administrative Assistant

JUNE 2017 - AUGUST 2018

Managed front desk. Coordinated administrative efforts between three offices. Managed conference room calendar for three offices. Provided administrative support to partners. Planned regular shareholder meetings, including meals, calendar coordination, and IT support. Sorted and processed incoming and outgoing mail, faxes, and package deliveries. Handled confidential files and client information. Coordinated with building services, and technical support for office repairs.

SKILLS

Copywriting experience

Excellent written and verbal communication.

Multimedia experience.

Creative thinker and visualizer.

Adaptable and organized work style.

Leadership skills; team player.

Editing and writing proficiency

Project management

Marketing and sales

Public relations

Event planning

VOLUNTEER WORK

MaxFund Animal Shelter, Denver, CO

2017 - 2019

Walked dogs and helped with care and maintenance of cages. Helped coordinate the annual fundraising gala and provided support at the event and auction.

Denver Pop Culture Convention, Denver, CO

2018 & 2019

Assisted with on site crowd control. Provided support to volunteer teams managing high profile guests.

Denver Womxn's March, Denver, CO

2019

Helped with pre-event coordination. Provided support to volunteer teams on site. Helped with crowd control and information. Helped at the merchandise booth to raise funds for local nonprofits.

EXPERIENCE cont.

Versa Marketing Inc., Broomfield, CO *Affiliate Account Manager*

SEPTEMBER 2015 - DECEMBER 2016

Generated sales for client accounts. Coordinated publishers and influencers during ad campaigns, which included writing copy and helping to design ads. Managed client marketing budgets for influencer and affiliate relationships. Created marketing programs with innovative tactics to generate web traffic for clients. Publisher and advertiser manager. Marketing account management of online affiliate marketing programs.

Incheon English Village, LCI Kids Club, Seoul, South Korea *ESL Teacher*

MAY 2010 - NOVEMBER 2012

Created daily, weekly, and monthly lesson plans for Kindergarten through 6th Grade. Developed curriculum for a creative writing program for 6th graders. Revised and edited art curriculum for 4th graders. Directed student productions. Supervised field trips. Classroom management.

EDUCATION

Front Range Community College, Westminster, CO *Associate's Program in Graphic Design & Web Media*

AUGUST 2015 - MAY 2016

Westminster College, Fulton, MO *Bachelor of Arts: English Communications & Journalism, Creative Writing*

AUGUST 2005 - MAY 2009

Winchester University, Winchester, England *Study Abroad Program: Journalism and English Literature*

JANUARY 2008 - MAY 2008

ACCOMPLISHMENTS

Editing & Writing

Wrote copy and collaborated with graphic designers to create print and digital ads for BKD.

Wrote and edited a regular marketing newsletter with tips and tricks for client services staff.

Wrote copy for marketing campaigns while at Versa Marketing.

Created, edited, wrote, and published a monthly newsletter for Hygiene Elementary School.

Wrote and helped publish new curriculum workbooks for Incheon English Village Creative Writing and Art classes.

Edited all article submissions and advertisements; wrote articles on top campus stories; and contributed to the editorial page for The Columns student newspaper.

Interned at The Lyons Recorder and assisted with copy editing and wrote articles for the newspaper.

Marketing & Sales

Helped plan a client educational seminar for 300+ attendees at Ritsema & Lyon P.C.

Earned top unit sales rewards in 2016 from Mary Kay.

Increased sales for clients in Q3 by \$10,000 while at Versa Marketing.

Created new and innovative marketing tactics to increase profits and brand awareness.

Helped expand brand awareness for clients with publisher and influencer relationships.

Public Relations

Created and implemented a PR plan with short/long term goals to improve the college library's image on campus.

Created a calendar of events to improve accessibility of library services for staff and students.

Project Management

Supervised 15-20 staff writers and editors as Editor of The Columns student newspaper.

Organized two large service events with 100+ students and 20+ community organizations while acting as President of Service Committee at Westminster College.

Created a new position of Business/Advertising Manager to prepare for the student newspaper's future.

Trained and monitored progress of new student workers while acting as Public Relations Intern for Reeves Library.