

# Caitlin Dean

Writer/Editor with experience in marketing, project management and event planning.

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## ACCOMPLISHMENTS

### Editing & Writing

Two years with CDE Communications Office writing and editing various publications, website content, and social media content.

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

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

Wrote copy for digital 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 using blogs and social media.

### Public Relations

More than two years at CDE developing and managing communications plans for public awareness campaigns and state education initiatives including: teacher training requirements, literacy initiatives, funding opportunities, and legislative requirements.

Created and implemented a PR plan with short/long term goals to improve the

## CERTIFICATIONS

Copywriting experience

Copyediting experience

Excellent written and verbal communication

Multimedia experience

## SKILLS

Copywriting experience

Excellent written and verbal communication

Multimedia experience, including web design

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

college library’s image on campus.

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

**Project Management**

Spearheaded reformatting process for monthly newsletter to 200+ superintendents.

Created and launched communications plans for READ Act training program in 2022 and the standards revision process in 2023.

Created and managed the communications plan for the \$18 million DonorsChoose funding campaign.

Created and managed CORA management system for CDE Communications in 2022–2023.

Coordinated Teacher Appreciation Week with communications team.

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.

**EXPERIENCE**

**CDE, Communications Office, Denver, CO**  
*Social Media and Communications Manager*

MARCH 2023 - AUGUST 2024

Created and managed social media content calendar. Created and edited content for social media. Established relationship with social media management platform Sprout Social to expand reach of CDE’s social media pages. Served on the selection panel and as communication advisor for 2024 Colorado Teacher of the Year selection and announcement. Created and managed the communications plan for the \$18 million DonorsChoose and ESSER/GEER funding initiative.

*Communications and Marketing Specialist*

FEBRUARY 2022 - JUNE 2023

Wrote and edited for daily, weekly and monthly newsletters. Planned social media posts and managed the 2023 social media ad campaign. Wrote for and edited the CDE website. Developed communications toolkits. Received and cataloged CORA requests for the department. Monitor team inboxes. Represent CDE at events and public meetings. Assisted with Teacher Appreciation Week webpages in 2022, and coordinated Teacher Appreciation Week 2023 events.

**VOLUNTEER WORK**

**Girls Inc. Metro Denver,**  
Denver, CO

January 2024 - present

Serve as a volunteer in the Girls Inc. Metro Denver teens program.

Responsibilities include: event organization, tutoring, mentoring, and career advice.

**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.

Spearheaded the redesign of the monthly newsletter for superintendents.  
Responded to media inquiries and assisted with media interviews of CDE staff.  
Assisted teams across the department with communications strategies.

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

FEBRUARY 2019 - JANUARY 2022

Published regular eNewsletter featuring marketing strategies and tips for client services personnel. Designed digital and print ads for publication. Wrote advertising copy for digital and print ads. Collaborated with the design team to create digital and print ads. Provided training on using social media for marketing purposes to staff and client services personnel. Provided administrative assistance to client services personnel. Provided 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. Coordinated large office events for training and entertainment and staff appreciation. On-site COVID-19 Procedures Monitor 2020-2021.

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

AUGUST 2015 - AUGUST 2022

Entrepreneur business. Provided skin care and beauty consultation to clients. Managed 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. Provided administrative support to paralegals and legal secretaries.

***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.

**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