



CF

CAITLIN FRY

CREATIVE NEW MEDIA CONSULTANT | FAIRFIELD, CA  
CAITLINFRY.COM

## I AM...

I am a **self-starter**: While I thrive in collaborative environments, I enjoy working solo once deliverables & timelines are in place.

I am a **creative problem solver**: My empathy and curiosity enable me to resolve issues quickly and effectively as they arise.

I am a **strong researcher**: I use every resource available to furthermy growth and understanding of people, challenges, and trends.

## SKILLS

### ORGANIZATIONAL

Microsoft Suite, Google Suite

### CRM

Braze, Hubspot

### SOCIAL MEDIA

Facebook and Instagram Ads, Hootsuite, TweetDeck, Social News Desk, Later

### EDITING

Canva, Acrobat, Audition, iPhoto, iMovie, Photoshop

### WEB

Drupal, Squarespace, Shopify, WordPress, Wix

### PROJECT MANAGEMENT

Trello, Asana, Hive, Smartsheet

## EXPERIENCE

### CREATIVE NEW MEDIA CONSULTANT • SELF • JAN. 2016 – CURRENT

Working as the creative content lead for my clients, I help them identify their customer journey, solidify their branding, develop their messaging touchpoints, create and implement strategies, and improve website design and user experience. My collaboration with clients has resulted in a 10% MTM increase in traffic to their websites and social accounts, a 20% increase in email newsletter subscribers, and a consistent rise in search rankings.

### COMMUNITY MANAGER • SKYSTHELIMIT.ORG • MARCH 2017 – SEPT. 2018

I led the development of the two customer journeys and messaging matrixes for a web app. I was the lead copywriter and editor for both user journeys' transactional and marketing campaigns. The focus of the copy was on growing user registrations by 15-20% month over month, as well as increasing the number of users completing different text fields and tasks on the app.

### SUPERVISOR • ANTHROPOLOGIE • JULY 2014 – FEB. 2016

I led and developed a team of 70 customer service associates in a \$10 million store to hit daily, weekly, and monthly sales goals. I also led the development of the beauty category through in-store display and presentation, promotions, and product development through the store's Instagram account. Beauty department sales increased from 7% to 15% of the store's total revenue in six months. I also increased store online orders by 25% by utilizing the store's Instagram account and merchant mobile app alongside customers' in-store experiences.

### TALK SHOW AND NEWS PRODUCER • WGN RADIO • MAY 2013 – MAY 2015

I developed and produced original copy, stories, and promotions for four weekly programs and hourly newscasts. I also reported and produced the three-part series "Choosing the Habit" for the 2015 Silver Dome Awards from the Illinois Broadcasters Associations.

## EDUCATION

### B.A., JOURNALISM & HISTORY DEC. 2012 • UNIVERSITY OF IOWA

To complement my studies, I was a reporter for the student-run radio station, KRUI 89.7 FM as well as the student-run daily newspaper, the *Daily Iowan*. I was also the promotions chair for the UI Colleges Against Cancer chapter.

## VOLUNTEERING

### FOSTER & ANIMAL WELFARE VOLUNTEER • SOLANO COUNTY ANIMAL CARE

I foster cats and kittens in need of supportive medical care for the county shelter. I clean kennels, provide enrichment, and promote low-cost resources, events, fundraisers, and volunteer/foster opportunities to the community.



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