

Caitlin Stokes

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Professional Summary:

- Over two years of experience in marketing, communications, and administrative coordination, including over one year in the nonprofit sector, with a focus on graphic design, digital communications, and creating impactful social media content
- Skilled in social media management, content creation, and digital communication to enhance audience engagement and optimize outreach strategies
- Strong communicator with the ability to collaborate across teams, ensuring alignment with organizational goals and brand identity

Skills:

Social Media: TikTok, Instagram, Facebook

Content Creation: Canva, CapCut, Adobe Express, Creative Writing

Content Management: Meta Business Suite, Insights

Administrative Tools: Microsoft: Word, PowerPoint, Outlook, Teams, Google Workspace: Drive, Docs, Slides, Forms, Constant Contact, SignUp Genius, ChatGPT

Experience:

Administrative Assistant/Marketing & Communications, Congregation Sons of Israel, Briarcliff NY Feb 2024-Present

- Develop and manage engaging social media content across Facebook, Instagram, and TikTok to build awareness, drive engagement, and connect with current and potential members
- Design a wide range of visually compelling marketing materials including flyers, infographics, and other graphic design projects, using Canva
- Lead the production and distribution of monthly newsletters reaching 600+ recipients, coordinating with multiple committees to gather and present critical upcoming information in a visually engaging, high-impact format
- Create and send visually appealing emails via Constant Contact several times a week to 600+ recipients, strategically organizing content and applying design principles to maximize clarity, engagement, and retention
- Supported the rollout of new brand standards by applying guidelines across digital communications and design materials, while encouraging team-wide adherence to maintain brand consistency
- Seek out and initiate collaborations with local businesses and media outlets including Macaroni KID and Westchester Family Magazine to increase visibility and promote company offerings through targeted marketing campaigns

Marketing and Communications Intern, Manhattanville University, Purchase, NY August 2022-November 2022

- Produced engaging TikTok and Instagram Reels to drive organic engagement and brand awareness on Manhattanville University's social media platforms, leveraging trending content and viral strategies to maximize reach
- Conducted interviews of various faculty members to be used in School of Arts and Sciences feature, utilizing improvisation and active listening skills to capture compelling, authentic narratives
- Authored an article on faculty research for Manhattanville University's website, ensuring alignment with institutional tone and brand messaging

Education:

Manhattanville University, Purchase, NY

Bachelor of Arts Major: *Communications and Media* (Summa cum Laude, 4.0 departmental GPA)

Minor: *Creative Writing* (4.0 departmental GPA)