

Chris Caesar

Digital Communications Specialist

An "extremely online" writer with a wide range of experience leveraging all kinds of engaging digital content, whether to report "a different side of the story," grow an audience, or convert customers.

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Malden, MA 📍

chriscaesar.com 🌐

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SKILLS

Content Development

Digital Journalism

Internal/External Communications

Social Media Management

Market Research

Inbound Marketing

Editorial Management

Brand Development

Technical Writing

PROFESSIONAL EXPERIENCE

Communications Director

NLC Holdings LLC

11/2018 – 12/2019

Chelsea, MA

Parent company for multiple brands including FreshLeaf CBD consumer products and the Boston Smoke Shop retail chain.

Achievements:

- Promoted from operations manager to communications director within one year of initial hiring date (2017).
- Pioneered an internal communications program for a quickly growing company with 75+ employees, including: revamping our large collection of training materials and procedures, creating an employee newsletter, establishing an editorial pipeline, drafting sensitive messages, and managing our employee message board.
- Coordinated external communications, including: securing favorable media coverage, drafting press statements and email marketing campaigns, developing website and product copy, and editing sensitive correspondence for corporate officers.
- Handled our social media correspondence, both B2B and B2C.
- Worked with our sales team and graphic designer to fully rebrand our line of FreshLeaf CBD products for broader market appeal, including market research.
- Designed eye-catching promotional materials for use in our retail locations.

Writer and Content Developer

ChrisCaesar.com

10/2015 – Present

Malden, MA

Developed strong content for a variety of clients, both in a journalistic and marketing capacity.

Achievements:

- Journalistic work featured in outlets like The Washington Post, Mic, Splinter News (Gizmodo), The Boston Globe, NBC Boston, Metro Newspapers, Death and Taxes, CAFE, and more.
- Marketing content clients included: SurveyMonkey, Global Citizen, Suffolk University, Wise PR, B2W Software, Lisa Baker Marketing, Newsrooms365, Signal Real Estate, and more.
- Projects included e-books, long-form journalism, informational blog posts, website copy, marketing emails, and more.

Note: You can view a portfolio of my freelance work at ChrisCaesar.com

Boston Reporter and Weekend/Night Editor

Metro Newspapers

02/2016 – 03/2017

Boston, MA

A free daily newspaper geared toward young professionals with editions in three major U.S. cities: New York, Philadelphia and Boston.

Achievements/Tasks:

- Produced 4+ posts a day related to Boston news coverage, among the site's top performers for content.
- Managed the homepage, social media, and news coverage for all three of our cities during evening and weekend hours.
- After layoffs, was later asked to come back as a freelance columnist, focused on covering the emerging legal marijuana market in Massachusetts.

PROFESSIONAL EXPERIENCE

Breaking News Reporter/Weekend Homepage Editor, Boston.com Boston Globe Media

01/2014 – 10/2015

Boston, MA

Covering breaking stories at New England's most widely-read regional news source.

Achievements/Tasks:

- Distinctive original reporting lead to a number of traffic spikes on the site, including a post on Malaysia Airlines Flight 370 conspiracy theories. The piece was the No. 1 article on the site for days, and lead to a guest appearance on CNN — a first for the relaunched site.
- Ran the newsroom on weekends and evenings, assigning breaking stories to writers and tracking developing stories.
- Careful monitoring of online sources allowed our team to break several major developing local stories before our competitors.
- Stories were picked up by national outlets, including The Washington Post, Gawker and Reason magazine.

Local Editor Patch Media (AOL)

04/2011 – 09/2013

Boston, MA

Covering local news in Malden, Massachusetts while managing a team of freelancers. Responsibilities later expanded to Melrose and Stoneham.

Achievements/Tasks:

- Named “bar none the best breaking news reporter we have on staff” in a performance review.
- Grew Malden Patch to one of the most popular Patch sites in New England.
- Executed a strategy that saw unique traffic more than triple in less than a year and regularly more than doubled our monthly goals for reader comments.
- Turned our Facebook page into one of New England’s most engaged, growing from 400 “likes” to more than 2,600 in less than two years.
- Maintained one of the company’s most engaged Twitter accounts—out of more than 900 sites, @MaldenPatch was our only account to be in the top 10 for both number of followers and per-capita click-throughs. Former social media officer Brad Gerick called it his “favorite Twitter account” at Patch.

EDUCATION

Government/International Relations, Philosophy Clark University

Activities

- Executive Editor of Student Newspaper “The Scarlet”
- Founding editor of campus alt-weekly “This is Not The News”

CERTIFICATES

Content Marketing Certification (HubSpot) (2019 – Present)

A 6+ hour online class covering best practices while developing a long-term content marketing strategy

The Complete Digital Marketing Course (Udemy) (2019 – Present)

A 24+ hour online class providing an overview of digital marketing concepts and strategies across a variety of platforms.

INTERESTS

Music

Film

Podcasting (Hosting, Producing, and Hosting)

Social Media

Comedy

Creative Writing

Visual Art

Journalism

Short Stories

Politics and Public Policy