

Caitlyn E. Byrne

Nordbygdavegen 532, Lunde i Telemark, 3825
caitlynbyrne17@gmail.com +4798876423

EDUCATION

Elon University, North Carolina B.A., English (Creative writing concentration) Minor, English literature Dec. 2011

LEADERSHIP CERTIFICATIONS

Senior Leadership Course (U.S. Army) Advanced Leadership Course (U.S. Army) Honor Graduate Feb. 2018 Basic Leadership Course (U.S. Army) Honor Graduate Oct. 2016 Basic Public Affairs and Journalism Course (U.S. Army) Honor Graduate Sept. 2014

PROFESSIONAL AFFILIATIONS

Sigma Tau Delta English Honor Society
Phi Beta Kappa Honor Society
Elon College Fellow

LANGUAGES

English
Norwegian

WORK EXPERIENCE

Water Activities and First Aid Operations Manager, Bø Sommarland January 2023- July 2025

Supervise the operation and maintenance of all water attractions within the park and ensure the successful implementation of all International Lifeguard Training Program safety requirements and protocol by all seasonal staff and lifeguards. Responsible for all hiring, training and development of all seasonal staff in the Water Activities department. Provide clear and consistent guidance, development and leadership for 7 seasonal section leaders. Ensure that all equipment, attractions and safety materials valued at over 2 million euro, are operational, properly maintained and accounted for. Optimize both interdepartmental and departmental cohesion and communication for both permanent and seasonal park staff, through thorough evaluation and tailored assessments of individual capacities and skill-levels. Assist with any and all additional tasks and needs of the park both during and outside of opening season to include: water activities department stock orders, facilitating seasonal staff training, functions and team-building exercises, procurement and maintenance of safety signs throughout the park, updating and maintaining departmental emergency procedures, write and update risk assessments for all attractions within the park, creating SOPs for ILTP training programs and protocol, overseeing the First Aid Department and all Incident and Safety Reports, as well as maintain and improve yearly landscaping and gardening needs of the park.

Accomplishments

- Ensured annual water safety throughout the park with 0 fatalities or serious injuries for 2023 and 2024, with a daily guest count of 3,000- 4,500 visitors.
- Initiated and implemented ILTP safety protocols and procedures for the entire park and water activities department.
- Created, wrote and implemented all ILTP training materials, rescue and safety drill SOPs, leader training, evaluation forms, safety signs, and safety maps in both Norwegian and English
- Reduced 2025 staffing requirements and position requirements for the Water Activities Department by 18% to assist with budgetary and staffing deficits
- Revolutionized the lifeguard water surveillance plan, rescue procedures and first aid and CPR responses
- Achieved a Meets Standard for all ILTP annual safety evaluations
- Ensured the proper training, leadership and evaluation of 7 departmental section leaders
- Ensured the proper training, leadership and evaluation of over 250 seasonal employees and lifeguards.
- Assisted to improve Staff Friendliness KPI by 2% annually
- Assisted in achieving a 3% increase in Attraction Wait-Times KPI in 2024

Copywriter Chief, Avadel Agency March 2022- July 2022

Supervise production and implementation of written copy material for all Avadel clientele. Responsible for upholding critical product deadlines, managing a team of 5 copy writers and facilitating immaculate written communication between clientele, Avadel and the Avadel team. Ensures all copy products are well-written, succinct, and uphold all Avadel style guidelines. Tracks and interprets all copy statistics, results and strategy in order to optimize SDR copy performance.

Accomplishments

- Optimized copy strategy and performance for over 150 Avadel clients
- Supervised and trained a team of 5 copywriters
- Implemented new training material and strategy for onboarding copywriters
- Produced weekly and monthly metrics products, tracking copy performance, client success and growth
- Created and maintained 20 SOPs, ensuring all processes and procedures were documented

Partner Enterprise Liaison Manager, Virtuanace Photography September 2020- March 2021

Supervises high- level Virtuanace client account management, communications and support. Responsible for relaying critical information between top clients, the Virtuanace photography support team and in-field property photographers and scanners. Coordinates Virtuanace photography team communications, operations and photographer/scanner field support. Ensures all client orders and transactions are fulfilled and addressed efficiently. Write and distribute monthly newsletters for Zillow and InsideMaps qualified photographers. Create and implement training and mentorship of both Virtuanace photographers and employees. Ensure all Enterprise SOPs are up to date and accurate.

Accomplishments

- Enabled operational success of over 200 in-field photographers, nationwide
- Implemented 3 crucial app updates for large order clients
- Maintained 35 SOPs, ensuring all information is current and accurate
- Created 10 hours of training videos and material
- Nurtured B2B partnership between Virtulance and its clients
- Produced weekly and monthly metrics products, tracking orders, cancellations, and market growth

Public Affairs Manager, US Army May 2013- August 2020

Supervise the administration of the Army Public Affairs Program for a sustainment brigade composed of 1,900 Soldiers. Responsible for planning, managing and producing public affairs products. Coordinate public affairs plans, policies and strategies pertaining to operations and training. Coordinate media coverage. Write and distribute press releases. Manage the brigade website and social media platforms. Lead mentorship of junior soldiers. Represent the brigade in charity initiatives. Strategic community outreach, networking and establishing partnerships with community leaders and educational organizations.

Accomplishments

- Enabled strategic marketing success for entire brigade of 10,000 people
- Produced 2,831 media products highlighting the US Army, exceeding over 80,000 social media views
- Produced and published public affairs products featured by high-visibility media outlets with viewership at 300,000
- Created 25% increase in Organization Facebook Page Followers
- Established B2B partnership with Murray State University and City of Paducah, KY • 27 news and feature stories published in the Fort Campbell Courier- Fort Campbell newspaper
- Enabled strategic marketing success for entire brigade of 10,000 people
- 20 news and feature stories published in the Paraglide- Fort Bragg newspaper • Developed and distributed monthly newsletter to family members of 10,000 soldiers during 9-month deployment period
- Lead training for 219 soldiers on media engagement strategy
- Kept tight deadlines for both written and visual media products, using outstanding organizational and planning skills

Deployments

- Afghanistan: Operation Freedom's Sentinel May 2018- March 2019 • Eastern Europe: Operation Atlantic Assistance Oct. 2015- June 2016 • Liberia: Operation United Assistance Oct. 2014- March 2015

Freelance Writer, Curve Magazine March 2014-July 2016

Write and edit articles, web content, and advertising copy for magazine publication (both print and digital media distribution) with reach of over 423,000 people. Conduct interviews with LGBT celebrities, community leaders and musical artists. Assist in promotional campaigns for LGBT focused products, events and companies.

Accomplishments

- Wrote 26 articles published within Curve Magazine
 - Conducted 10 successful interviews with LGBT celebrities and musicians •
- Aided in the advertisement of 28 LGBT centered products and events

Digital Content Creator, Home Base Media, Thousand Oaks, CA. Dec. 2011- Aug. 2012

Create creative, personalized and on-brand content for client web pages. SEO marketing to optimize website searchability and keyword creation.

TECHNICAL SKILLS

International Lifeguard Training Program, Adobe Creative Suites, MS Office, All Gravy, Quinix, Mojob, social media platforms, Freshdesk, Asana, Slack, Google analytics, SEO, public relations-focused tools such as Hootsuite.

ONLINE PORTFOLIO

<https://cbyrne6.journoportfolio.com/>