

Caitlyn E. Byrne

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EDUCATION

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

LEADERSHIP CERTIFICATIONS

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

WORK EXPERIENCE

Public Affairs Staff Sergeant, US Army May 2013- Dec. 2019

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. Manage the brigade website and social media platforms.

Accomplishments

- Produced 2,831 visual 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
- Enabled strategic marketing success for entire brigade of 10,000 people
- Kept tight deadlines for both written and visual media products, using outstanding organizational and planning skills
- 27 news and feature stories published in the Fort Campbell Courier- Fort Campbell newspaper
- Created 25% increase in Organization Facebook Page Followers
- 20 news and feature stories published in The Paraglide- Fort Bragg newspaper
- Published in the 2013 Issue of The Susquehanna Review

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 a 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

Adobe Creative Suites, MS Office, social media platforms, Google analytics, SEO, public relations-focused tools such as Hootsuite.