

Caitlin Gailey

372 Mattison Avenue, Ambler, PA 19002

ckkgailey@gmail.com, 215-205-4889

www.CaitlinGailey.com

Experience

Brian Communications

Conshohocken, PA

Account Executive

April 2019-Present

- Develop and execute organic and paid social media strategy for a variety of clients across multiple platforms including Facebook, Twitter, Instagram and LinkedIn.
- Lead the agency social media team and assist with re-launch of Brian Communications social channels. Create social media best practices, develop monthly content calendar and track analytics to measure against pre-determined KPIs. Since taking over, the accounts have grown more than 50% in followers, impressions and engagements.
- Draft pitches, press releases, media advisories and comprehensive media lists.

Assistant Account Executive

May 2018-April 2019

- Assist with event planning and execution, including a 2-day international peace conference held in Belfast, Ireland and trip to World Meeting of Families 2018. Execution compromised of enacting the media strategy, managing VIP speakers and developing event collateral.
- Build social content calendars that align with long-term content strategies and brand voice.
- Conduct competitive research and assist with creating integrated marketing plan for clients interested in re-branding. Included content creation for websites and marketing materials.

Conde Nast

New York, NY

Freelancer

October 2019-Present

- Support editing of all Architectural Digest editions.

Comcast Corporation

Philadelphia, PA

Corporate Communications Intern

May 2017-August 2017

- Wrote blog posts and press releases for www.Comcast.com.
- Researched and tracked press coverage and generated media lists for various divisions.
- Conducted qualitative research on Watchable platform and briefed managers.

Penn State College of Engineering

University Park, PA

Communications Intern

August 2016-May 2018

- Wrote press releases and staff profiles for College of Engineering website, Penn State News, Twitter and Facebook.
- Manage Twitter and Facebook accounts, which showed a 75% increase in engagement.
- Created and implemented “I Am An Engineer” social media campaign featuring department staff. Posts tripled in impressions and interactions across platforms.
- Develop weekly social analytics report to present to department.
- Work with Adobe Photoshop and InDesign to create visuals to be shared throughout campus.

Visit Bucks County

Bensalem, PA

Communications Intern

May 2016-August 2016

- Developed content for Visit Bucks County website, including press releases and articles profiling local destinations.
- Managed social media accounts, including creating and scheduling content for Facebook, and tracking #BucksCountyMoment, a highly successful Instagram contest.

Penn State Football

University Park, PA

Video Production Intern

August 2015-January 2016

- Produced and edited weekly highlight and motivational videos for Twitter, Facebook and Instagram accounts. Videos averaged 30,000 views.

Onward State

Manager of Staff Relations/Staff Writer

University Park, PA
January 2015-May 2018

- Create, write, edit and publish weekly stories about campus activity, including long-form profiles and breaking news. Posts average 7,000 views.
- Assist with posts to Twitter, Facebook, Instagram and Snapchat, including GIF creation and live tweeting sporting events.

Happy Valley Communications

Director of Staff Relations

University Park, PA
January 2016-May 2018

- Manage and oversee firm communication and operations for a 40-person staff.
- Create and implement successful public relations campaigns for local clients.

Education

Pennsylvania State University

University Park, PA

Bellisario College of Communications: Public Relations

May 2018

Minor: Business, Digital Media Trends & Analytics, Curley Center For Sports Journalism Certificate

Skills

- **Social Media Platforms:** Twitter, Instagram, Facebook, Snapchat, YouTube, Vimeo, Tumblr, Pinterest, TikTok, WordPress,
- **Digital Programs:** Google AdWords certified, Google Analytics, TweetDeck, Hootsuite certified, Sprout Social, Pardot, FB Creator Studio, Mailchimp, Meltwater, Cision, Talkwalker, Social Studio,
- **Editing software:** Adobe Creative Cloud (Photoshop, Premiere Pro, InDesign, Lightroom) Canva, Final Cut Pro, iMovie,
- **Equipment:** Canon EOS Rebel camera, Canon VIXIA video camera, Panasonic AG-HMR10 Digital AV recorder, competent with lighting