

917-748-6384

www.caitduffy.com

@Cait\_Duffy

# CAITLIN DUFFY

Digital Audience Development Specialist, Writer, Editor

Results-driven social storyteller that is passionate about the intersection of data and the written word. Experienced in managing large budget advertising campaigns, getting coverage for organic news stories and cross-team relationship management for fast-paced high-growth businesses. Skilled communicator and team player known for strong work ethic and dependability.

## Experience

**Director of Audience Growth** 7/17 - 3/20

NationSwell

- Created the first ever social media department from the ground up and managed 1 direct report.
- Developed SQL data storage systems and Looker analysis dashboards.
- Executed and managed paid social campaign platforms including Facebook YouTube, Twitter and Instagram, averaging 20 million in monthly impressions across all channels
- Consistently exceeded all KPIs and independently managed a \$15,000 average monthly budget.
- Averaged 20 million impressions per month across social channels.
- Created social media strategy for 2 large-scale annual summits and smaller events throughout the year, pushing event hashtags into the top trending topics for New York City and San Francisco.
- Oversaw campaigns, from strategy to execution, for clients including: *AARP, Samsung NEXT, Comcast, Goldman Sachs, The Himalayan Children's Foundation, Verizon.*

**Social Media Editor** 11/15 - 7/17

Upworthy

- Oversaw development of the Love Earth campaign, a collaboration with Facebook.
- Execution and management of paid social campaigns for clients including Starbucks, the Bill & Melinda Gates Foundation, Starbucks, and more.
- Created and distributed content for Facebook, Twitter, Instagram, Youtube, and Newsletter campaigns while successfully contributing to the growth of audiences on each platform.
- Development of hashtag campaigns leveraged for IRL pop-ups, including at the Flatiron building and on the Eiffel Tower.

**Associate Editor** 07/13 - 11/15

duPont REGISTRY Media

- Oversaw audience growth of 1.5 to 5 million fans across social media channels.
- Writer, editor, and social media manager for print and written forms of the duPont REGISTRY, duPont REGISTRY Buyers Gallery of Homes, duPont REGISTRY Buyers Gallery of Boats, duPont REGISTRY Luxury Living in Tampa Bay, and Autofluence.
- Managing Editor of the Exotic Car Buyers Guide for two years, implementing new editorial standards for publication each year.

## Education

**B.A. Creative Writing** 2009 - 2013

**Minors: Journalism, Italian**

Eckerd College

- News Editor of The Current, a nationally-recognized, award-winning student newspaper.
- Writers in Paradise participant with Tom Franklin.

## Awards & Accolades

- 2017 Webby: CSR (Branded Video) Upworthy
- 2010-2011, Pacemaker, Finalist, Best Online College Newspaper
- 2012 - 2013: SPJ, Southeast 3rd Place, Best Feature Photography
- 2011-2012: FCP, State of Florida, Best College Newspaper
- 2010-2011, FCP, State of Florida, Best College Newspaper

**References available upon request**

## Professional Skills

Looker

Facebook Ads Manager

Google Analytics

WordPress

Parsely, Sprout Social, et al

Large Event Coverage

Adobe Photoshop