



Caitlin Mays

SOCIAL MEDIA MARKETER

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PROFILE

Social media marketer with 1+ years experience in social media management, content development, and advertising strategies. Proficient in curating and implementing highly effective campaigns that enhance brand awareness and increase audience engagement.

PLATFORMS

Instagram, Tiktok, Pinterest, Facebook, and Twitter

SKILLS

Marketing Analytics
A/B Testing
Visual Design
Video Editing
Time Management
Advertising Campaigns
Social Media Management
Strategic Planning

WORK EXPERIENCE

SOCIAL MEDIA MARKETER / MANAGER

Daily Thread

2022 - Present

- Conducts thorough market research to identify opportunities, understand customer preferences, and stay ahead of industry trends on social media platforms
- Develops captivating and relevant content for the store, catering to the brand's unique voice and target audience, resulting in enhanced customer engagement and exceeding sales expectations
- Maintains relationships with influencers on a monthly basis, harnessing their influence to extend the boutique's reach and engage a wider audience, further enhancing brand exposure.
- Innovates new social media strategies through current trends, boosting social media interactions and overall performance, driving the brand's digital success

SOCIAL MEDIA STRATEGIST

Micro-Influencer : Michelle

2023 - Present

Social Media: TikTok

- Accelerated viewership across their videos by over 900%, reaching 1+ million views in total across their page
- Expanded the audience to 772,000 new users within a 3-month period, achieving a growth rate of over 770%
- Successfully boosted engagement rate by expanding contents reach
- Collaborated with the influencer to develop and execute creative content based on data analytics for their target audience

EDUCATION HISTORY

Bachelors of Business

Administration in Marketing

University of North Texas Aug 2019 - May 2023

BUSI 4940: Business Policy

COMM 3820: Social Media Perspectives

MKTG 3660: Advertising Management

MKTG 3710: Marketing Research & Analytics

MKTG 3650: Marketing Foundations

MKTG 4330: Product Planning & Brand Management

CERTIFICATIONS

Linkedin Learning

2022- 2023

- Social Media Marketing Foundations
- Digital Marketing Foundations
- Social Media Marketing: Strategy & Optimization
- Content Creation: Strategies & Tools