

CAELAN HUNTRESS

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EXECUTIVE SUMMARY

Web Designer • Digital Communications Specialist • Sales & Marketing Professional • Social Media Enthusiast

- Creative, meticulous and versatile digital strategist and web designer; known for ability to combine fresh, creative designs with expert web and video production services to drive significant business results.
- Award-winning sales professional with a deep understanding of how to leverage marketing tools to engage and influence prospects and clients
- Superior integrated marketing skills; excel at strategic planning and creating synergistic programming that combines traditional and non-traditional (guerilla) tactics.
- Recognized as an energetic, focused individual performer, yet committed to continually engaging with and motivating colleagues and team members.
- Passion for social media. Astute at harnessing its power to build community, disseminate messages and grow business.
- Long-time background in performance and theater enhances ability to develop and convey impactful, compelling stories across many mediums.

CORE COMPETENCIES

- Website Design
- Content Marketing
- Video Production
- Business Development
- Writing and Copy Editing
- Public Speaking
- Social Media Marketing/ Blogging
- Strategic Planning
- Internal and External Communications
- Advanced Web Production
- Online Research
- Search Engine Optimization (SEO)
- Account Management
- Proposal Development and Delivery

PROFESSIONAL EXPERIENCE

Pura Vida Multimedia, Portland, OR

January 2011 to Present

Entrepreneurial endeavor providing digital communication strategy, web development and video marketing services

Creative Director

- Create engaging, original websites and video productions for entrepreneurs and small business owners.
- Build strategic marketing and digital communications planning that helps clients grow brand awareness and achieve business objectives.
- Known among clients as both an impactful, decisive strategist and one who will roll up his sleeves and run with the required tactical aspects of any project.
- Outstanding multi-tasker; able to juggle many high-priority projects simultaneously.
- Meticulous verbal and written communication skills.

Spot Color Studio, Portland, OR

June 2010 to September

2010

Full-service digital marketing and creative agency

Sales and Marketing Manager (Project)

- Recruited to support this startup web design studio by developing sales, marketing and pricing strategies.
- Constructed organizational framework, processes and project management timelines, improving the company's ability to provide consistent, timely service.
- Analyzed the studio's key competitors and then used findings to recommend several price increases to align with the market and increase profitability.
- Complimented for exceptional rapport building and client relations skills; expanded the company's client base through strategic networking.
- Leveraged social media, email newsletters and video marketing to build brand awareness within the Pacific Northwest.

Liberty Mutual Insurance, Portland, OR
2010

March 2007 to June

Industry leading provider of auto, home, life and business insurance

Sales Representative

- Served as a field sales representative, selling auto, home and life insurance coverage to consumers within the Portland market.
- Quickly became one of the region's top producing representatives; recognized as the top sales person within the state of Oregon in 2009, earning the company's Liberty Leader and Lamplighter awards.
- Commended for use of impactful, unexpected marketing tactics to create memorable business relationships and promote organizational objectives with core target group.
- Hosted networking events monthly through Biznik, bringing together some of Portland's most active professionals and growing personal email subscriber list to more than 1,400.

The Fringe Magazine, Santa Fe, NM
2003

August 2001 to March

Weekly arts, entertainment and features publication

Advertising Sales Director

- Invited to join a fledgling startup magazine, serving as the publication's primary advertising resource.
- Through strategic marketing and public relations, as well as aggressive networking efforts, transformed the magazine into a profitable entity and full-fledged competitor of other local papers.
- Personally brought \$75k of new revenue within first seven months of service.
- Managed all public and media relations, sales staff recruitment and training.

TECHNICAL PROFICIENCIES

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| <ul style="list-style-type: none"> • Social Media (Twitter, Facebook, FBML, 4Square, LinkedIn, YouTube, Klout +50) • Google Analytics • PC and Mac proficient • MS Office | <ul style="list-style-type: none"> • HTML, CSS, PHP, jQuery • Adobe Creative Suite 5 – Dreamweaver, Photoshop, Illustrator, After Effects • WordPress blogging platform |
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EDUCATION

Masters of Fine Arts degree – Physical Theatre

Dell'Arte International School of Physical Theatre, Blue Lake, CA

Bachelor of Science degree – Liberal Studies

Minors: Classical Studies, Philosophy

Portland State University, Portland, OR