

CAELAN@CAELANHUNTRESS.COM
PO Box 83551
Portland, OR 97283
503.956.6425

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

CAELAN HUNTRESS

DIGITAL PRODUCER

EXECUTIVE SUMMARY

- 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. Manages offshore team of 6 people from different cultures.
- 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; excels at strategic planning, project management, and advertising campaigns spanning multiple platforms and mediums.
- Successfully launched and integrated email marketing campaigns with landing pages and affiliate marketing programs, while editing autoresponder channels for higher conversion
- 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.

- Website Design
- Content Marketing
- Video Production
- Business Development
- Writing and Copy Editing
- Public Speaking
- Social Media Marketing

- Project Management
- Client and Account Management
- Google and Facebook Ad Campaigns
- Internal and External Communications
- Search Engine Optimization (SEO)
- Offshore Contractor Management
- Proposal Development and Delivery

CORE COMPETENCIES

TECHNICAL PROFICIENCIES

- Klout score +60
- Social Media - Buffer, HootSuite
- Google Analytics and Adwords
- PC and Mac proficient (but seriously, why PC ever again?)
- MS Office and iWork
- HTML, CSS, PHP
- Landing pages, autoresponders
- Adobe CS 5 – Dreamweaver, InDesign, Illustrator, After Effect
- WordPress, Premise, and Scribe
- Video editing and production
- Screenflow, iMovie, Premiere
- Screencast tutorial production

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PORTFOLIO

EDUCATION

MFA - Physical Theater - Dell'Arte International
BS - Philosophy - Portland State University
BA - Classical Studies - St John's College

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D I G I T A L P R O D U C E R

PROFESSIONAL EXPERIENCE



PURA VIDA MULTIMEDIA
PORTLAND, OR
JANUARY 2011 - PRESENT
DIGITAL PRODUCER

Web design, content marketing,
and videography agency.

- Create engaging 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.
- Superior verbal and written communication skills.



ACE OF SALES
LYNCHBURG, VA
MAY 2012 - PRESENT
MARKETING BOMBARDIER

Email marketing and CRM
platform built for salespeople
and self marketers.

- Recruited by Jeffrey Gitomer-backed company to create marketing department. Employee #7.
- Constructed organizational framework, processes and project management timelines, improving project workflow and scalability.
- Migrated well-populated blog from Squarespace into Genesis and Wordpress. Improved site speed, SEO, and usability through plugin wizardry.
- Content creation, social media activity and analysis, ebooks, newsletters, and screencasts.
- Video tutorials on-boarding new users into using the platform.
- Created a new revenue stream from old content, repurposing 15 webinars into online learning courses on Udemy.com. Video editing, copywriting, affiliate management, and sales strategy.



LIBERTY MUTUAL INSURANCE
PORTLAND, OR
MARCH 2007 - JUNE 2010
SALES REPRESENTATIVE

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

- Served as a field sales representative, selling auto, home and life insurance coverage to consumers within the Portland market. (It was like going on safari, into the great cubicle jungle.)
- Quickly became one of the region's top producing representatives; recognized as 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, bringing together some of Portland's most active professionals.