

CAELAN@CAELANHUNTRESS.COM

4931 SW 76th Ave #108
Portland, OR 97225
503.956.6425

Video Cover Letter



CAELAN HUNTRESS

I MAKE THINGS HAPPEN

Digital Production Manager

EXECUTIVE SUMMARY

- Creative and versatile 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.
- Highly productive multi-tasker with superior strategic planning skills, able to manage multiple projects at once and keep all team members accountable.
- Content marketer with experience successfully launching and integrating email marketing campaigns with landing pages and affiliate marketing programs.
- Social media strategist that can build community, drive traffic, and grow business.
- Years of experience in performance and theater enhances my ability to develop and convey compelling stories across multiple mediums.

CORE COMPETENCIES

- Website Design
- Content Marketing
- Video Production
- Business Development
- Copywriting
- Blogging
- Video Podcasting
- Social Media Marketing
- Project Management
- Client and Account Management
- Public Speaking
- Internal and External Communications
- Search Engine Optimization (SEO)
- Team Leadership and Management
- Outbound Marketing and Sales
- Proposal Development and Delivery

TECHNICAL PROFICIENCIES

- PC and Mac proficient
- MS Office and iWork suites
- HTML, CSS, PHP
- WordPress, Squarespace, Genesis
- Buffer, HootSuite, TweetDeck
- InfusionSoft, Optify, Hubspot
- Adobe Illustrator, Dreamweaver, Photoshop, InDesign, After Effects
- Video pre- and post-production
- Google Analytics and Adwords
- Aweber, Mailchimp, A/B testing
- Flaming Torch Juggling

EDUCATION

Classical Studies - St John's College
Santa Fe, New Mexico

Physical Theater - Dell'Arte International
Blue Lake, California

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PROFESSIONAL EXPERIENCE



THE AWARE SHOW
MAY 2014 - PRESENT
PRODUCTION MANAGER

Interview program that inspires messages of positive growth and change

- Produced five 10 day interview summits with NYT bestselling authors interviewed by host Lisa Garr.
- Created independent sales funnels, opt-in pages, sales pages, and multimedia access pages to deliver information products for each guest on the summit.
- Led and facilitated weekly production meeting calls with distributed team.
- Optimized shopping cart with InfusionSoft integration to increase conversion and retention.
- High-volume digital production demanded a system template for management of 8 team members.
- Managed team of writers, designers, and editors to create and sell new information products.
- Redesigned library of 4000 audio interviews and 500 video interviews in new multimedia portal.



ACE OF SALES
MAY 2012 - DECEMBER 2013
MARKETING BOMBARDIER

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

- Recruited by Jeffrey Gitomer-backed company to create marketing department.
- 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, blog posts, 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 an online learning platform, using video editing, copywriting, affiliate management, and sales strategy.



PURA VIDA MULTIMEDIA
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.