

CAITLAN MCCAFFERTY

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EDUCATION

Masters of the Arts: Strategic Communication, American University, Washington, DC

Master's Capstone: Enriching the Conversation: Domestic violence advocacy's influence on agenda setting during watershed media moments

Strategic Communication Practicum: I created a full communication plan for A Woman's Place, the domestic violence shelter and prevention organization in Bucks County, PA.

Relevant Coursework: Writing for Strategic Communication, Research for Strategic Communication, Strategic Communication Management, Social Media Strategies and Tactics

Bachelor of Arts: Double Major in Communication Studies and History, American University (AU), Washington, DC.

Study Abroad: University of Dublin, Spring 2012

Undergraduate Thesis: Fitting the Frame: Broadcast News Portrayals of Females in the Student Anti-Vietnam War Movement

VOLUNTEER

Sigma Delta Tau, Vice President of Philanthropy, 2011

- *Initiated, planned, and promoted* fundraising events benefiting Prevent Child Abuse America.

Newseum, Visitor Services Volunteer, 2011

- *Guided* visitors through galleries with a focus on great customer service

A Woman's Place Chocolate Lovers' Fantasy Fundraiser Planning Committee, 2015-2016

- *Assisted* in the planning for the largest fundraiser for the only domestic violence shelter in Bucks County, PA

EXPERIENCE

Liberty Bell Agency, Philadelphia, PA, Communications Specialist, September 2013-Present

- *Contribute* to development & execution of company's marketing and communications strategies including business development, client relations, and social media
- *Responds* to client concerns and communicates with clients on a daily basis to provide their intended product
- *Consults* on website design and web content
- *Responsible* for all social media content
- *Created* presentation materials for sales and education presentations with industry groups
- *Participated* in presentations with the Greater Philadelphia Realtors Association for education and marketing purposes
- *Managed* interns during education program preparation and execution

National Museum of American Jewish History, Philadelphia, PA, Communications and Marketing Intern, October 2013- March 2014

- *Supported* Marketing and Communications Director and Communications Manager in daily tasks
- *Wrote* newsletters, media alerts, and press releases
- *Live-tweeted* public programs and *assisted* with Facebook posts
- *Created* press lists and *tracked* daily coverage with Cision

Newseum, Washington, DC, Research Associate Intern, September 2012-December 2012

- AU School of Communication Dean's Internship
- *Assisted* Senior VP of Broadcasting with research for civic education project and online exhibit
- *Managed* a spreadsheet with over 100 museum assets and original research
- *Led* a team of volunteers on content analysis

Visit Bucks County, Bensalem, PA, Communications Intern, May 2012-August 2012

- *Communicated* to over 400 partner organizations
- *Wrote* press releases, articles, and newsletters
- *Created* social media outreach
- *Tracked* social media campaign *Unforgetaways*
- *Researched* and *presented* information to Communications team about the website and media contacts

SKILLS

Proficient in MLA, Chicago, APA and AP Style; MS Word, Excel, PowerPoint for Mac/PC; Adobe InDesign, Dreamweaver; iMovie, HTML, CSS, jQuery, Final Cut Pro 7, Word Press, Constant Contact, Wix, Cision, and Social Media

