

CAELAN HUNTRESS

027 575 1345

caelan@caelanhuntress.com
puravidamultimedia.com/portfolio

29A Norton Park Ave
Fairfield, Lower Hutt 5011

Digital Marketing Manager

Digital Marketing Manager, The Aware Show, April 2014 - Mar 2017

- Created and managed custom Learning Management System (LMS) to provide multimedia access to dozens of online courses
- Business development through partnerships led to massive revenue growth
- Managed cross-functional team of 8 digital creatives to air live interviews

Key Accomplishment: Strategic analysis led to creation of sales funnels with marketing automation tools that generated a quarter of a million dollars every 8 weeks during 2015.

Product Manager, Ace of Sales (Outstand), May 2012 - Mar 2014

- Managed social media, email newsletters, and content, providing analytics data for strategic decisions of this CRM and email marketing platform
- Created videos, email autoresponder campaigns, ebooks, and blog posts for lead generation, competitive analysis, and on-boarding video tutorials

Key Accomplishment: Repurposed old webinar and email content into evergreen online courses, and launched lead generation campaigns into sales funnels to sell courses.

Website Designer, Pura Vida MultiMedia, Nov 2010 - April 2014

- Freelance website designer, specialising in WordPress & content marketing
- Provided marketing consultation, business coaching, & lead generation

Key Accomplishment: Handled new business development and account management, effectively translating client needs into development tasks for contractors.

Salesman, Liberty Mutual Insurance, March 2007 - June 2010

- Top producing sales rep in Fortune 100 company in State of Oregon in 2009
- Sold auto, home, and life insurance to personal market
- Represented company at industry events through public speaking

Key Accomplishment: Liberty Leaders Top Producer Award for exceeding sales quota.

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Education

Bachelor of Science, Portland State University, 2006

Major: Liberal Studies

Minors: Classical Studies & Philosophy

Selling Skills

Strong closer. CRM expert, proficient in marketing automation, consultative selling, cold calling, eCommerce programming, InfusionSoft, sales funnels, shopping carts, evergreen webinars, & outbound prospecting.

Design Skills

Visual storyteller. Expert in WordPress, Adobe Illustrator, Photoshop, InDesign, CSS, social media graphic design, video editing, blog production, & webinars.

Communication Skills

Clear communicator. Talented in public speaking, keynote presentations, copywriting, email marketing, blogging, online course creation, webinars, press releases, client management, scriptwriting, iWork & Microsoft Office suite.

Programming Skills

Data geek. Fluent in Google Analytics, SEO, HTML, CSS, PHP, FTP, WHM, cPanel, agile project management, Amazon S3, video editing & motion graphics.

Random Skills

Self-directed, quick study, and enthusiastic. Excellent interpersonal and presentation skills. Can perform backflips, parkour, & juggle flaming torches.

<https://huntress-for-hire.com>

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Referees

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**** please note ****

I am contracting licensed immigration advisors New Zealand Shores (+64 7 929 2280) to assist my new employer with handling all necessary paperwork to satisfy NZ immigration requirements for hiring foreigners applying for the Essential Skills Worker Visa.

Your status as an Accredited Employer will make this easy, but it may require that I start my employment in October.