

CAELAN HUNTRESS

+64 027 575 1345
29A Norton Park Ave
Fairfield, Lower Hutt, 5011
caelan@caelanhuntress.com

Personal Statement

I am an enthusiastic and creative positive thinker with a can-do attitude. My experience in sales, online marketing, and new business development has given me a passion for communicating complex ideas that solve simple problems. I hope to find a position that enables me to use my skills to create multimedia experiences that generates new revenue and educates people in a way that makes them smile.

Strengths

DIGITAL CREATIVE

I thrive at the intersection of artist and geek, mixing creativity and data for measurable results.

ONLINE MARKETER

Experienced in marketing automation, email deliverability, social media and online advertising campaigns.

SALES SPECIALIST

Highly proficient in A/B testing landing pages and sales funnels against each other for optimal results.

ENTREPRENEURIAL

Successful business owner with experience coaching and training other independent entrepreneurs.

Professional Skills

DIGITAL DESIGN

- Website design
- Video production
- Graphic design
- Adobe Creative Suite
- A/B Testing
- User Analysis

COMMUNICATION

- Public speaking
- Stage performance
- Keynote design
- Relationship management
- Article writing
- Copyediting

SALES

- Consultative selling
- Marketing automation
- Sales funnels
- Cold calling
- Outbound prospecting

PROGRAMMING

- HTML, CSS, & PHP
 - cPanel & WHM
 - SEO & SEM
 - Google Analytics
 - CRM management
 - Amazon S3
 - eCommerce
-

Education

Portland State University, Bachelor of Science, 2006 | Major: Liberal Studies | Minor: Classical Philosophy

Certifications

Google Partners: Analytics | Google Partners: Mobile Sites | Dell'Arte: Ensemble Physical Theatre

Referees

Eric Otoka - eric.otoka@wisegroup.co.nz - +64 027 201 0411

Cliff Schinkel - cliff@cliffschinkel.com - +1 503 939 5392

Joshua Waldman - joshua@careerenlightenment.com - +1 503 985 6741

Work Experience

DIGITAL MARKETING MANAGER - THE AWARE SHOW - 2014 - 2017

Interview program selling information products, books, and online courses through live tele-summits.

Responsibilities:

Manage cross-functional team of 8 digital creatives to air live interviews. Execute go-to-market projects. Direct overlapping product launch cycles. Deliver data analysis of KPIs to stakeholders.

Accomplishments:

- Created and optimised sales strategy in eCommerce shopping cart with 1000 digital products.
- Designed secure online members library to display 4500 multimedia interviews for customers.
- Mined customer behaviour data through A/B testing to enhance data-driven sales.

PRODUCT MANAGER - OUTSTAND - 2012 - 2014

CRM and email marketing platform designed for salespeople.

Responsibilities:

Define product strategy for multiple customer segments, agile pm, customer and competitive analysis.

Accomplishments:

- Strategy development based on usage metrics and detailed customer interviews.
- Participation leadership in company intranet, engaging new users and increasing forum activity.
- Recorded and published on-boarding video tutorials that increased product usage metrics.

WEBSITE DESIGNER, PURA VIDA MULTIMEDIA, 2010 - 2014

Freelance web design and content marketing agency.

Responsibilities:

Website design, copywriting, marketing consultation, business coaching, content production, social media management & video production for entrepreneurs and small business owners with WordPress websites.

Accomplishments:

- Four years of new business development and ongoing account management.
- Described and articulated client needs to translate into development tasks for contractors.
- Created and delivered client solution proposals, selling services packages by project and retainer.

SALES AND MARKETING MANAGER, SPOT COLOR STUDIO, 2010

Full-service creative agency, specialising in website design and lead generation.

Responsibilities:

New business development, internal communications, sales support, digital marketing.

Accomplishments:

- Elevated brand awareness in local market through in-person networking and public speaking events.
- Designed new sales pipeline stages and migrated client base into new CRM.
- Created training materials (video tutorials and PDF workbooks) to onboard and train future staff.

SALES REPRESENTATIVE, LIBERTY MUTUAL INSURANCE, 2007 - 2010

Fortune 100 company, global leader in property and casualty insurance.

Responsibilities:

Sell auto, home, and life insurance to personal market. Generate leads at relevant industry events.

Accomplishments:

- Created & delivered keynote presentations for C-level executives communicating our benefit programs.
- Earned Liberty Leaders Top Producer Award for exceeding sales quota.