

CAELAN HUNTRESS

Marketing Strategist & Virtual Keynote Speaker
<https://stellarplatforms.com/case-studies>

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Personal Statement

I am a high-energy positive thinker with 12 years of experience in digital marketing, business development, and communication. I have proven experience in effectively influencing and persuading stakeholders across organisations, and I can work independently with minimal direction on complex programmes that need a leader.

Strengths

DIGITAL CREATIVE

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

CROSS FUNCTIONAL

I interpret the needs and priorities of multiple stakeholders and provide proactive solutions across teams.

ENTREPRENEURIAL

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

RELATIONSHIP BUILDER

Skilled at creating quick rapport with key decision makers to develop a strong network of influence.

WEB3 ENTHUSIAST

Invested in crypto since 2017, involved in DAOs, Discord bots, and token-gating memberships.

Professional Skills

COMMUNICATION

- Public Speaking
- Copywriting
- ChatGPT
- Long-form articles
- Social media
- Community management

LEADERSHIP

- Team building
- Accountability
- Project Planning
- Mentoring
- Training
- Curriculum development

DIGITAL DESIGN

- Website design
- Video pre- and post-production
- Adobe Creative Suite
- A/B Testing
- User Analysis

PROGRAMMING

- HTML, CSS, & PHP
- cPanel & WHM
- SEO & SEM
- Google Analytics
- Database skills
- Amazon S3
- eCommerce

Education

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

Certifications

Google: Analytics, Adwords, Mobile Sites | Hubspot: Inbound Marketer | Digital Marketer: Copywriter
eSpeakers: Certified Virtual Host | Deep Questions Collective: Certified Virtual Facilitator

Referees

Eric Otoka, National IT Trainer, Wisegroup - themonk.e@gmail.com - +64 27 201 0411

Vince Warnock, Entrepreneur - vince@vdub.co.nz - +64 027 292 4937

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

Work Experience

CREATIVE DIRECTOR - STELLAR PLATFORMS - 2019 - 2023

Freelance digital marketing agency helping experts and entrepreneurs set up smart marketing systems.

Responsibilities:

Client account management, copywriting, website design, content production, and business coaching.

Accomplishments:

- Created and delivered client solution proposals, selling service packages by project and retainer
- Four years of new business development and ongoing account management
- Hired and managed teams of contractors, project management to meet tight deadlines

APAC BID MANAGER - KINEO - 2017 - 2018

Global workforce development company selling enterprise elearning technologies and bespoke course development

Responsibilities:

Oversee the pre-sales management process across bids, pitches, and account management to meet sales targets. Facilitate the planning and development of pre-sales collateral, proposals, and presentations to maximise chances of winning work. Organise and maintain team document repositories. Provide systems and sales training to sales staff of 15 reps across APAC. Monitor \$6 million pipeline and identify trends to provide strategic recommendations to global departments with competing priorities.

Accomplishments:

- Circulated monthly bid reports to measure regional performance against target win rates and cost of sale
- Managed the conversion of multiple proposal document templates for new lines of business

DIGITAL MARKETING MANAGER - THE AWARE SHOW - 2014 - 2017

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

Responsibilities:

Manage overlapping product launch cycles, lead distributed team of professionals, and direct marketing campaigns. Build relationships with vendors, customers, and partners to build brand and redibility.

Accomplishments:

- Oversee design and implementation of new eCommerce shopping cart with 1000 digital products
- Designed secure online members library and mined customer behaviour data through A/B testing
- Manage distributed team of 8 digital creatives to launch multiple 6-figure sales funnels

MARKETING MANAGER - OUTSTAND - 2011 - 2014

CRM and email marketing platform designed for salespeople.

Responsibilities:

Lead brand positioning and strategy, outbound marketing, and produce content to increase product usage. Manage internal and external communication, identify gaps in policies, and persuade stakeholders.

Accomplishments:

- Management of email newsletter, blog, social media channels, and marketing automation
- Recorded and published on-boarding video tutorials that increased product usage metrics

SALES REPRESENTATIVE - LIBERTY MUTUAL INSURANCE - 2007 - 2011

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
- Consistent track record for lead generation and sales conversion

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