

CAELAN HUNTRESS

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Personal Statement

I am an American digital marketer seeking residency in New Zealand through the Skilled Migrant Worker Visa program, looking for a full-time position that is challenging and interesting.

Digital Marketing Manager | The Aware Show | Apr 2014 - Mar 2017

Company Overview:

Small distributed team of creative professionals and producers supporting the host's media properties.

Responsibilities:

Manage cross-functional team of 8 digital creatives (programmers, designers, writers and producers) to air live tele-summit interviews. Execute go-to-market projects. Direct overlapping product launch cycles. Regularly deliver data analysis of KPIs to stakeholders, run user testing campaigns to inform strategy.

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 | Ace of Sales (now Outstand) | May 2012 - Mar 2014

Company Overview:

Small startup, distributed team of programmers and support personnel. Targeted CRM and email marketing platform designed for salespeople. Everyone wore lots of hats.

Responsibilities:

Internal communications, agile project management, daily stand-up meetings, customer analysis, competitive analysis, data metrics reports, video production, email newsletters and social media content.

Accomplishments:

- Participation leadership in company intranet, engaging new users and increasing forum activity.
- Voice of the customer during board meetings, using marketing analytics to advise stakeholders.
- Recorded and published on-boarding video tutorials that increased product usage metrics.
- Repurposed old webinar and email content into evergreen online courses.

Website Designer | Pura Vida MultiMedia | Nov 2010 - Apr 2014

Company Overview:

Freelance writer and website designer, managing multiple independent contractors.

Responsibilities:

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

Accomplishments:

- Completed four years of new business development and ongoing account management.
- Understood, developed, 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 & Marketing Manager | Spot Color Studio | Jul 2010 - Sept 2010

Company Overview:

Full-service creative agency that blends great design with relevant functionality for measurable results.

Responsibilities:

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

Accomplishments:

- Elevated brand awareness in local market through in-person networking and public speaking events.
- Defined 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.

Salesman | Liberty Mutual Insurance | Mar 2007 - Jun 2010

Company Overview:

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

Responsibilities:

Sell auto, home, and life insurance to personal market. Generate leads at networking events. Represent company at relevant industry events. Co-ordinate with realtors and mortgage brokers for property sales.

Accomplishments:

- Earned Liberty Leaders Top Producer Award for exceeding sales quota.
- Licensed in both Property & Casualty Insurance and Life & Health Insurance.
- Created and delivered keynote presentations for human resources teams communicating our benefits.

Summary of Skills and Attributes

Digital Design

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

Communication

- Article writing
- Copyediting
- Email marketing
- Relationship management
- Keynote design
- Public speaking

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

Referees

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

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

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

Education

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

Certifications

Google - Mobile Sites | Google - Analytics | Dell'Arte International - Ensemble Physical Theatre