

CAELAN HUNTRESS

001.503.956.6425

4931 SW 76th Ave #108
Portland OR 97225 USA

caelan@caelanhuntress.com
puravidamultimedia.com/portfolio

Digital Marketer

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

Marketing leadership led to audience development and revenue growth. Managed a cross-functional team of 8 digital creatives to air live tele-summit interviews. Created and managed eCommerce shopping cart for 1000 digital products and designed online library to display 4500 multimedia interviews.

Key Accomplishment: Sales funnels I designed with marketing automation tools generated a quarter of a million dollars in revenue.

Marketing 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 client on-boarding video tutorials.

Key Accomplishment: Repurposed old webinar and email content into evergreen online courses, creating new revenue streams for the business.

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

Freelance WordPress website designer, providing marketing consultation, business coaching, content production, social media management & video production for entrepreneurs and small business owners.

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 State of Oregon, selling auto, home, and life insurance to personal market. Used public speaking experience to generate leads at networking events, conferences, and trade show booths.

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

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

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Education

Bachelor of Science, Portland State University, 2006

Major: Liberal Studies

Minors: Classical Studies & Philosophy

Design Skills

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

Programming Skills

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

Communication Skills

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

Selling Skills

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

Random Skills

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

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Referees

Cliff Schinkel - cliff@cliffschinkel.com - **001.503.939.5392**

Joshua Waldman - joshua@careerenlightenment.com - **001.503.985.6741**

Jonathan Logan - loganjonathan@comcast.net - **001.503.936.9989**

**** 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 Skilled Worker Visa.