

Caitlin Norton

(678) 773-8877 · caitlinenorton@gmail.com

- MBA with experience in corporate and agency marketing and communications.
- Interests include Freelance Marketing and Photography, Brand Ambassadorships
- Microsoft Office Suite, WordPress, Google Analytics, Google AdWords, and Adobe Design Suite.

Work Experience

University of South Carolina Aiken; Atlanta, GA | February 2018-Present

Regional Admissions Recruiter

- Dynamic representative and marketer responsible for presenting USCA to prospective students, high school counselors and parents
- Consistently develop and maintain a pipeline of prospective students
- Actively communicate with prospects to market the University and persuade decision
- Travel throughout Metro Atlanta recruiting students for a diverse number of academic programs

Southern Exhilaration; Atlanta, GA | August 2013-Present

Owner/Digital Marketing Strategist

- Owner of SouthernExhilaration.com, a personal blog focusing on travel and lifestyle
- Research, write and create content based on target audience interests, including blog posts, photography, graphics and social media posts
- Plan, visit and capture images of places of interest and historic importance
- Prepare and execute social media marketing strategy to continue to grow social media presence

Kellen; Atlanta, GA | April 2015-September 2017

Senior Account Executive (March 2016-September 2017) | Account Executive (April 2015-March 2016)

- Support marketing and communications needs for multiple clients; Monitor and manage multiple budgets
- Manage client social media marketing and advertising campaigns increasing engagement by 500% for client over one year
- Compile social media analytics for quarterly KPI and benchmark reports
- Manage client websites, including SEO development and maintenance, content strategy, and website redesign
- Event marketing for multiple clients including social media, marketing collateral and app development
- Hand-selected to participate in Emerging Leaders team – involved in developing recommendations for corporate 5-year plan

Calysto Communications; Atlanta, GA | December 2012-April 2015

Digital Media, Data and Accounts Manager

- Develop press releases and client correspondence; produce media lists and pitch national and international media contacts; guide client's social media presence; and foster media and speaker relationships for events
- Manage agency social media outlets and website
- Market research and new business development - improving SalsesForce functionality to facilitate new business opportunities

The Media Collective; Franklin, TN | May-July 2011

Summer Intern

- Promote and write press releases for album and book releases of several renowned Christian artists

Dr. Robert Bentley, Gubernatorial Campaign; Tuscaloosa, AL | April 2010-November 2010

Campaign Assistant

- Provide coordination of signage, volunteer requests and media across the state

Capstone Agency; Tuscaloosa, AL | Fall 2008-May 2010

Account Executive

- Manage statewide public relations campaign to promote libraries and literacy, as well as additional accounts

Edelman; Atlanta, GA | June-August 2009

- Summer Health Intern

Education

Master of Business Administration

The University of Alabama; Tuscaloosa, AL | May 2012

Concentration: Strategy, Focus in Marketing

Bachelor of Arts in Communication and Information Sciences with Honors

The University of Alabama; Tuscaloosa, AL | May 2010

Major: Public Relations and Political Science

Volunteer

Vice President and Communications Chair; Bama in Atlanta, a Chapter of The University of Alabama Alumni Association