





CAITLIN LONGWOOD

MARKETING & COMMUNICATIONS

CONTACT

-  San Francisco, CA
-  916.803.3996
-  caitlinlongwood@gmail.com
-  caitlin-longwood.strikingly.com

EDUCATION

MS / GLOBAL STRATEGIC
COMMUNICATIONS
Florida International University
2011-2013

BA / LIBERAL STUDIES
California State University,
Northridge
2005 - 2009

EXPERTISE

Content Marketing
Social Media Marketing
Graphic Design
Account Management
Digital Marketing
Influencer Marketing
Project Management
Strategic Communications
Event Marketing

PROFILE

Analytical and creative self-starter with demonstrated experience driving marketing initiatives through understanding of customer needs and market campaign strategies. Develops and reaches short-term goals while visualizing and enacting long-term strategies that activate customer response.

WORK EXPERIENCE

SOCIAL MARKETING MANAGER

Ebates / May 2014 - Present

- Single-handedly lead social media re-branding by establishing a content strategy across all social channels resulting in above average year over year growth in all key metrics (engagement, signups and purchases).
- Led efforts in first integrated marketing campaign collecting user-generated video content with multiple touchpoints, which received over 1M impressions, 100K clicks and 500 video submissions. Worked cross-functionally to develop appropriate messaging and differentiated content to build the campaign, then leveraging the content on the appropriate channels.
- Produced Facebook Live event with over 50K views intended to drive sales during holiday season including writing scripts, event logistics, and promotional efforts.
- Project managing the launch of the wedding category re-branding. Spearheaded the new marketing strategy and content initiatives. Collaborated with SEO, Product and Design team to assure brand and message consistency.
- Collaborating with the Creative Team to develop graphic design and copy to fulfill channel and project KPIs, and align with brand voice and visual identity.
- Drove the initiative for a mobile-optimized blog redesign that would allow additional SEO optimizations, be in-line with current brand standards, and create new opportunities to sell to partners.
- Partnering with Ebates' stores and affiliates to create new customized campaigns. Creating content packages that can be sold to partners to increase their brand awareness.
- Developing editorial calendar content for social media and the Smart Shopper blog to effectively drive revenue through retail purchases. Monitoring benchmarks for measuring impact of social media programs using social media analytics, KPIs, and dashboards, ensuring success for each organization.

CAITLIN LONGWOOD

MARKETING & COMMUNICATIONS

SKILLS

Facebook Advertising



Adobe Photoshop



WordPress



Kenshoo



Google Analytics



Microsoft Suite



Mailchimp



PERSONAL

- Amateur Astrologist
- Board/card game enthusiast
- Full of wanderlust
- Appreciates a good wine and cheese pairing
- Loves home décor and crafting
- Thrift-store devotee

WORK EXPERIENCE (CONTINUED)

- Creating social media assets, one sheets, media kits, banner ads, and any other necessary marketing materials.
- Setting up A/B tests and analyzing data to improve conversion rates based off landing pages, written and visual content.
- Co-founder of EbatesCARES, an employee-driven philanthropy program.

ONLINE MARKETING SPECIALIST

Ebates / Aug 2013 – Apr 2014

- Engaged with merchants and affiliates to obtain the creative assets needed for over \$2M in placements per month, followed by expert use of site administration tools to accurately implement promotions.
- Performed quality assurance checks on critical site elements, including cash back amounts, banner deployment, coupons, and promotional landing pages.

EVENT/PR COORDINATOR

International Event & Exhibition Management (IEEM USA) / Jan - Mar 2013

- Efficiently organized wine events, including the South Beach Wine & Food Festival, for multiple clients with budgets up to \$80,000 for over 300 attendees.
- Designed marketing materials including business cards and invitations, wrote press releases, and created any other necessary collateral to support event initiatives.

ACCOUNT EXECUTIVE

LGD Communications / Jan 2012- Jan 2013

- Led execution of strategic campaigns for clients in the luxury Real Estate industry including ad trafficking (print and digital), website & mobile app design, social media services and the creation of branded marketing materials.
- Served as the primary liaison between client, internal groups and vendors to ensure proper implementation of goals and adherence to deadlines and budget.

SOCIAL MEDIA COORDINATOR

LGD Communications / Sept – Dec 2011

- Developed and managed online marketing campaigns for clients in the luxury real estate industry to effectively increase brand awareness, engagement and traffic to and from social media channels.