

# Caitlin Whealy

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## SUMMARY

Results-driven digital marketer with expertise in crafting compelling content that drives brand awareness and engagement across multiple platforms. Proven track record in developing and executing social media strategies that surpass industry benchmarks. Skilled in content optimization, SEO best practices, and analytics-driven decision-making, with demonstrated success in audience engagement and community management.

## WORK EXPERIENCE

- WKYC Studios

*Digital & Social Media Producer*

Apr 2024 - Present

  - Leveraged AI tools daily to streamline workflows, improve efficiency, and enhance creative outputs, leading to a 5.6% increase in delivered impressions.
  - Developed digital and social media strategies, increasing brand awareness and achieving over eight million impressions.
  - Produced and edited promotional videos for digital platforms, garnering over 318,000 views with a significant replay rate.
  - Designed and executed email marketing campaigns with an average open rate of 26.02%, surpassing the industry standard.
  - Wrote persuasive ad copy for social media campaigns that exceeded industry benchmarks in click-through rates.
  - Implemented data-driven optimization strategies across multiple channels to improve campaign performance and ROI.
  - Collaborated with creative teams to develop and test ad content, resulting in improved engagement metrics.
  - Managed cross-channel campaign budgets while maintaining optimal cost-per-acquisition target
- Chalfant Manufacturing Co.

*Marketing Specialist*

Jan 2023 - Apr 2024

  - Developed and executed a consistent social media strategy by crafting regular unique posts, enhancing brand presence across multiple platforms.
  - Engineered comprehensive advertising campaigns, creating targeted ads for major electrical industry publications with significant reach.
  - Produced detailed marketing collateral, including flyers and extensive catalogs, effectively showcasing a wide range of product offerings.
  - Managed the distribution of marketing materials to a network of 22 representative agencies and facilitated the training of 14 new sales representatives, optimizing sales force effectiveness.
- Tribune Media Company

*Associate Creative Designer, Local Sales*

Jan 2017 - Jan 2020

  - Developed ad layouts, artwork, and designs tailored for web usage, ensuring proper format and aesthetic quality.

- Designed and delivered HTML email blasts, web banner ads, rich media, and in-banner video advertisements, contributing to significant revenue generation.
- Collaborated with Digital Sales Managers and Coordinators to offer creative solutions, rapidly revised creatives within 24-hour deadlines, and utilized Adobe Creative Suite for design execution.

#### WJW FOX 8 TV

*Digital Sales Coordinator*

Jan 2012 - Dec 2016

- Coordinated promotional social media campaigns for key clients, enhancing online engagement and contributing to significant revenue generation.
- Developed and managed a robust contest platform that bolstered visitor interaction and website traffic for the organization.
- Implemented comprehensive digital advertising strategies, including email marketing campaigns and tracking metrics, which substantially increased monthly digital earnings.

#### CERTIFICATIONS

Google Ads Display Certification  
Google Ads Search Certification  
Search Ads 360 Certification

#### EDUCATION

Walsh University  
Master of Business Administration, Marketing

Class of 2019

Walsh University  
Bachelor of Arts, Corporate Communication

Class of 2009

#### SKILLS

Artificial Intelligence • Graphic Design (Adobe Suite) • Social Media (Organic and Paid)  
• Internal and External Communications • Multitasking • Planning and Executing Large Projects • Creating Revenue • Data Analysis • Pay-Per-Click (PPC) Management • Social Media Advertising • Budget Management • Creativity • Communication • Strategic Planning • Pay-Per-Click (PPC) Advertising • Search Engine Optimization (SEO) • Social Media Marketing • Communication Skills

#### AVOCATIONS

*Athlete*, USA Weightlifting

Mar 2018 - Nov 2024

- Ohio State Champion in Women's Open 87+ discipline.
- Three-time Ohio State Champion in Women's 35-39, 87+ discipline.
- Four-time USAW National Championship competitor.
- Previous Ohio State Snatch record holder in Women's Open 87+ discipline.

*Coach*, USA Weightlifting

Jun 2021 - Nov 2024

- Coached two athletes to win Ohio State Championships in respective age groups and weight classes for 2021, 2022, 2023, and 2024.
- Both athletes have also qualified for their respective 2025 USAW National Championships.