

Caitlin Neely

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Summary

Digital Marketer with 7+ years of experience. Achieved a 323% increase in organic Instagram engagement for a gaming company in 6 months, significantly boosting follower growth. Skilled in copywriting, social media marketing, and project management.

Skills

Social Media Marketing | Copywriting | Content Strategy | Content Writing | Community Management | Proofreading | Adobe Photoshop | Canva | Project Management | Search Engine Optimization | Google Analytics | Hubspot | Wordpress | Asana | Smartsheet

Experience

JUNE 2023 - DECEMBER 2023

Intel Gaming – *Contract Social Media Manager*

- Led day to day management and strategy for a global social media calendar across 1.9M followers on Twitter and Instagram. Campaigns included IEM Cologne, Intel Gamer Days, and the 14th Gen Launch.
- Conceptualized 36 Instagram reels per quarter, including video and editing direction.
- Grew Instagram followers by 16% through regularly posting always-on content and researching social media trends on relevant platforms.
- Assisted with community moderation by responding to user questions and feedback and engaging with Intel partners and influencers.
- Partnered with in-house and external designers in the creation of social media graphics and short form video content.

MARCH 2023 - DECEMBER 2023

SIDO – *Contract Social Media Manager*

- Developed and executed SIDO's 3-month social media campaign for LCS Game Changers 2023, including partner announcements, event updates, and on-site live coverage.
- Reached 917k organic impressions and a 4% engagement rate across 78 tweets for the event.
- Planned, wrote, edited, and interviewed subject matter experts for esports health and research blogs.
- Monitored social media accounts and responded to user comments in a timely manner.

NOVEMBER 2021 - MAY 2023

Wisdom Gaming – *Copywriter*

- Worked cross-functionally across four departments while writing short- and long-form copy for external brands such as Riot Games.
- Wrote alt text for Monsters Attack! Teamfight Tactics posts on the official Riot Games Twitter while adhering to accessibility recommendations.
- Supported a brand reposition by drafting mission and values, presenting strategy to stakeholders, and incorporating feedback.
- Acted as the liaison between the marketing and web development teams for all website updates, SEO, and copy changes.

JUNE 2019 - NOVEMBER 2021

Risen Esports – *Social Media Manager*

- Spearheaded the social media strategy for two Riot Games Proving Grounds tournaments.
- Achieved 2.9 million organic impressions and a 1.2% engagement rate across both events.
- Created social media content that leveraged casual and hardcore fans within the esports scene, including live event coverage and match updates.
- Grew Discord membership by 133% while moderating channels, advertising community events, and answering questions.

FEBRUARY 2017 - MARCH 2020

Teachstone – *Digital Marketing Specialist & Coordinator*

- Crafted an organic social media strategy that led to a 14% increase in Facebook engagements.
- Wrote optimized copy for Youtube descriptions and responded to community comments.
- Organized an asset library for marketing images and cataloged over 100 blog posts based on subject matter, customer journey stage, and customer profiles.
- Increased average webinar signups by 30% through email and social media campaigns. on Hubspot.

Education

AUGUST 2014 - MAY 2016

University of Virginia – *Master of Fine Arts, Creative Writing*

AUGUST 2010 - MAY 2014

Northern Kentucky University – *Bachelor of Arts, English*