



# CAITLIN A HUSSEY

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## MY OBJECTIVES

" Recent graduate with a BS in Technical Communication & experience in marketing strategy / implementation, website design / development, content development, and analytics seeking to make a real difference with real clients at Applied Imagination."

## SKILLS

### INDUSTRY SKILLS

Lead Generation      Market Research  
Market Strategy      Content Dev  
Analytics              Web Design/Dev

### TECHNICAL PROFICIENCIES

Adobe Photoshop      Powerpoint  
Adobe Illustrator      Hubspot  
Microsoft Word        HTML + CSS  
Microsoft Excel        Google Analytics

### SOFT SKILLS

Outstanding Communication Skills  
Organization + Time Management  
Detail + Deadline Oriented

## STRENGTHS

Creativity              Communication  
Problem-solving        Leadership  
Collaboration        Adaptability

\*REFERENCES AVAILABLE ON REQUEST

## EXPERIENCE

Spring - Summer 2016  
**Content Writer +  
Wordpress Developer**

THE COACHING FIRM

- Designed engaging visual brand & eye-catching graphics
- Crafted layouts for multi-page site focused on clean, usable, & responsive website design for client approval
- Developed custom Wordpress site based on mockups
- Researched consumer trends to drive site content
- Increased findability & conversions with targeted copy

Fall 2015  
**Graphic Designer +  
Web Developer**

GG'S GLOBAL DANCE  
& ARTS

- Worked with marketing team to build brand identity, code responsive website, & create social media strategy
- Handled client consultations, benchmark presentations, & all graphics projects from start to finish.
- Delivered wireframes, comps, website, visual identity guide, business cards, logo, social media plan & site copy

## EDUCATION

December 2016  
**Southern Poly**

GRAD. WITH HONORS

**BS TECHNICAL COMMUNICATION// FOCUS: DIGITAL COPY**  
The Technical Communication program built my digital marketing & communication skills through applied learning that grew my experience. **PROGRAM HIGHLIGHTS:** Marketing & communication strategies, web design, front-end development, search engine optimization, brand & market research, graphic design, and content writing.

## PUBLICATIONS

**Visual Journey of Everyday Rhetoric**  
[Andrea Lunsford's National Blog. 2016](#)

**Cultural History of the Bra**  
[Andrea Lunsford's National Blog. 2016](#)

## AWARDS

**Best Senior Portfolio**  
2nd Place      2017

**Invitation Design Contest**  
3rd Place      2017

**President's List**  
2014 - 2017