

Caitlin Kelley

Education:

Kent State University
Bachelor of Science
May 2013
Summa Cum Laude
Major: Advertising
Minor: Marketing

Skills:

Research (qualitative,
quantitative, secondary)
Strategic Planning
Consumer Insights
Social Media Listening

Training &

Certifications:

Google Analytics Certified
STRATA Media Buying

Honors:

2012 Stickell Award
Most Outstanding Member
AAF Student Chapter
Kent State University

2012 Employee of the Year
Marketing Department
Recreational Services
Kent State University

2012 Paul Ashby Lewis Award
Outstanding Advertising Major
Kent State University

Dean's List
2009-2013

Contact Information:

Caitlin.kelley326@gmail.com
716.866.3199
caitlinkelley.weebly.com

Professional Development

Research Coordinator

Hitchcock Fleming & Associates, Inc.
Akron, Ohio
May 2013 - Present

- Develop data collection methods to achieve research goals
- Analyze primary and secondary research to establish market trends, gaps and opportunities for **hfa** clients
- Conduct creative team sessions to increase productivity, establish best practices for problem solving and effectively reach client goals
- Recruit research participants for qualitative & quantitative projects
- Experience across a broad B2B and B2C client base across multiple industries

Industry Experience: Healthcare, Automotive Aftermarket, Home & Building

Client Experience: The Goodyear Tire & Rubber Company, LP Building Products, KraftMaid Cabinetry, Akron General, LIQUID NAILS, PPG Paints

Client Service Intern

Hitchcock Fleming & Associates, Inc.
May 2012-May 2013

- Completed over 50 primary and secondary research projects for new business, and existing clients
- Developed in-depth analysis of competitor's online strategy, media presence, current positioning, and product offering
- Collaborated with Strategy & Insights team to map out the customer journey and develop customer personas for multiple brands
- Utilized social media listening tools to effectively build annual social content strategy and community management plans to strengthen brand awareness

Special Events Supervisor

Kent State University Recreational Services
January 2011-December 2012

Chapter President

American Advertising Federation
Kent State Student Chapter
May 2011- January 2013

Advertising/Marketing Chair

USG Programming Board
August 2011- May 2012

Additional Experience

Buffalobound

Etsy Shop Co-Owner
October 2013- Present

Global Advertising & PR

Study Abroad Course
London, England
Spring 2012