



Caitlyn Bowie

MULTIMEDIA DEVELOPER & BUSINESS DESIGN SPECIALIST

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About Me

I am Caitlyn Bowie, a multimedia developer focused on a business design strategy. I use my skills in art, business, communication & technology to build great assets for businesses of all sizes. When I am not on the web, I'm busy with my two favorite hobbies: buying art supplies, and making art.

Skills & Knowledge

Adobe Suite • Microsoft Office • Wordpress
Shopify • EPUB • KODAK PREPS • XMPie

HTML • CSS • PHP • JavaScript • jQuery •
MySQL • Liquid • Webflow • cPanel

Imposition • Variable Data • E-Commerce
Corporate Branding • E-book Creation •
Digital Presentations • Proofing

Social Media Management • Media Planning
Media Content Creation

Education

Bachelor of Science, 2019

Major: Digital Media
Minor: Org. Supervision & Leadership
University of Houston | Houston, Tx

Small Business Mgmt, Summer 2012

Leisure Learning Course
Houston Community College | Houston, Tx

Associates of App. Science, 2012

Major: Management
Lone Star College | Cypress, Tx

Professional Experience

June 2018 - Ongoing • Digital Media Intern

PHusion | Houston, Texas

After my team won the class branding project, I was offered an internship at PHusion. I assist with all media projects, plan social media content, and develop and maintain the company website. I also assist with onboarding new interns and managing PHusion's branding.

April 2018 - Ongoing • Social Media Evaluator

Appen Global | Australia

As an independent consultant under contract with Appen, I review and rate social media content using a web application to support measurement of data relevance.

Jan 2016 - June 2017 • Service Coordinator

Group 1 Automotive | Houston, Texas

Working with one of the largest automotive retailers, I was responsible for answering calls on a multi-line system and assisting with scheduling customers in for service. My soft skills were an asset to my position because I mitigated customer concerns with empathy, field knowledge, and professionalism.

Aug 2014 - Jan 2016 • Front End Supervisor

Ross Dress for Less | Houston, Texas

Initially a part-time seasonal cashier, my hard work and organizational skills lead to being promoted to full-time front-end supervisor within two months. My duties included conflict resolution, cashier management, front-end organization and speaking at employee meeting. I was awarded employee of the month in 2015.

June 2012 - Aug 2012 • Graphic Design Intern

Inboundify | Charlotte, North Carolina

For this program, I created graphic media such as a color palett, logo, and e-books utilized for company re-branding. Prior to the completion of my internship, I was promoted to lead designer. My new duties included planning and scheduling for production. I had the opportunity to consult on future projects.

2001 - Ongoing • Multimedia Developer

Freelance | Houston, Texas

I have supported many organizational objectives for a variety of establishments since 2001. Please view my digital portfolio for more information on my work. I am constantly learning new technology to continue to grow as a digital media professional.