



Caitlyn Bowie

MULTIMEDIA & BUSINESS DEVELOPMENT SPECIALIST

cait.bowie@yahoo.com

cbebowie.com

[linkedin.com/in/cbebowie](https://www.linkedin.com/in/cbebowie)

Skills & Competencies

Adobe Creative Cloud
Buffer
Corporate Branding
Constant Contact
CMS Tools
cPanel
CSS3
Domain Management
E-Books
E-Commerce
Google Analytics
HootSuite
HTML5
JavaScript
jQuery
Mac
Microsoft Office
MailChimp
MySQL
PHP
PodBean
Retail Management
SEO
Shopify/Liquid
Social Media Management
Media Planning
Variable Data
Webflow
Windows
XMPie

Education

University of Houston

*BS Digital Media, 2019
Org. Supervision & Leadership*

Houston Community College

*Small Business Management, 2012
Continuing Education*

Lone Star College

AAS Management, 2012

Summary of Key Experience

March 2020 - Ongoing • Digital Media Volunteer

Catchafire | USA

Created six email marketing templates for Friends of PACC. Adobe InDesign was used to design the page layout. The email marketing campaigns were constructed and executed using Constant Contact. Contribution to Friends of PACC has had a financial impact of \$1,608.00.

Sept 2018 - Ongoing • Freelance Digital Media Developer

RGB Houston Interests | Houston, Texas

- Currently creating and managing digital assets & projects including graphics, websites, email marketing, and social media. Maintaining Shopify e-commerce stores. Editing theme templates using Shopify's template editor, HTML5, and Liquid (Shopify's templating language). Use Photoshop, InDesign, and Premiere Pro to create graphics.
- Developing social media marketing campaigns and using Adobe CC to develop media assets for use in these campaigns.
- Maintaining SSL authentication and periodically checking DNS issues. Managing Wordpress websites and migrating website hosts. Using PHP to edit coding in Wordpress sites as needed.

June 2019 - Ongoing • Freelance Director of Design

June 2018 - June 2019 • Digital Media Intern

PHusion | Houston, Texas

- Used Adobe Dreamweaver (HTML5/CSS3) to create a website proposal for class project. Offered an internship to develop the website using WebFlow. Used a "mobile first" design approach to ensure compatibility across all viewing devices. Planned and scheduled social media posts using HootSuite and Buffer.
- Currently maintaining the graphics department using Adobe Creative Cloud to create media assets for use in print, web, and social. Developed corporate branding & style guide for the Wrecked America initiative using Illustrator, InDesign, and the Pantone color system.
- Used WebFlow to design and develop the Wrecked America website. Editing, scheduling, and posting podcast episodes for YouTube & Podbean to the website.
- Preparing project proposal documents for meetings with stakeholders. Interviewing and assisting with hiring new digital media interns. Developing automated processes to streamline production where possible.

April 2018 - April 2020 • Contract Social Media Evaluator

Appen Global | Australia

Review and rate social media content on platforms such as Facebook and Instagram using a web application to support the measurement of data relevance.

August 2014 - June 2018 • Customer Service & Retail Management

Ross, Group 1 Automotive, Icing | Houston, Texas

August 2014 - December 2014 • Social Media Marketing Intern

Desta | Houston, Texas

June 2012 - Aug 2012 • Graphic Design Intern

Inboundify | Charlotte, North Carolina