

KAITLYN CRITES

MARKETING COMMUNICATIONS PROFESSIONAL

OBJECTIVE

Creative, adaptive, and solutions-oriented professional with 3+ years of marketing experience. Seeking a challenging position that provides opportunities for continued learning and career advancement.

CONTACT INFO

Phone

314-680-1070

Email

kait.r.c@gmail.com

Website

kaitlyncrites.com

LinkedIn

linkedin.com/in/kaitlyn-crites

SKILLS

Graphic Design**Adobe Creative Suite**

- Photoshop
- Illustrator
- Indesign

Microsoft Office

- Word
- Excel
- Powerpoint

CRM

- Insightly

Client Relationships**Teamwork****Leadership****Organization****Flexibility**

EDUCATION

Master of Arts in Communications Management

Webster University, St. Louis, MO 5/2023

- Thesis title: "Diversity and Minority Representation in Advertising Communications"

Bachelor of Arts in Advertising and Marketing Communications

Webster University, St. Louis, MO 10/2020

- Emphasis in Graphic Design
- Gorlock Gold Scholarship
- 1st place winner of the Chevy College Marketing Program

WORK EXPERIENCE

Reedy Press

St. Louis, MO

Marketing and Sales Coordinator 03/2022 - Present

- Prospect sales leads and execute outbound calling and emails to both warm and cold leads.
- Execute email marketing campaigns.
- Supervise sales representatives.
- Connect authors with venues to coordinate book signings and author talks.
- Assist venues with promotional activities for events and collaborate with the media coordinator for further promotion.
- Foster relationships with customers and venues to ensure continued cooperation.

Express Specialty Pharmacy

St. Louis, MO

Marketing Specialist 09/2020 - 10/2021

- Developed concepts, graphics, and layouts for marketing materials and websites.
- Created and managed website with over 15,000 monthly visitors.
- Coordinated public vaccination clinics and collaborated with business owners for private clinics.

Missouri Botanical Garden

St. Louis, MO

Graphic Design Intern 01/2020 - 05/2020

- Designed print and digital marketing materials.
- Collaborated with Creative Director and designers to develop design concepts.
- Liaised with external printers to ensure deadlines were met and materials were printed to the highest quality.
- Operated in-house large format printer.