

CATHERINE M. MCCANN

4202 San Joaquin Plaza • Newport Beach, CA 92660 • catmccann24@gmail.com • 949.942.4330

PROFESSIONAL EXPERIENCE

DIVITIAE SOL

Founder/CEO

Newport Beach, CA

Jan 2024 - Present

- Founded and built a luxury online clothing boutique for women
- Created custom website, catalog, sales plan, marketing strategy, and social media platforms for the company
- Manage inventory, sourcing, fulfillment, branding, marketing, and customer service
- Train content algorithm and search engine optimization for Google & Meta Platforms - Facebook and Instagram

CAT MCCANN REAL ESTATE

Founder/CEO

Newport Beach, CA

Mar 2023 – Present

- Specialize in all aspects of real estate transacting, specifically luxury sales and investments
- Create unique and extensive marketing strategies for listings focused on customized branding and targeted advertising
- Maintain strong and trustworthy relationships with all clients and prospective clients
- Analyze local and national market trends in order to strategize listing prices/purchase offers, advertisements, and maximize ROI

SO CAL CRYSTAL CO.

Founder/CEO

Newport Beach, CA

Jan 2021 – Present

- Founded and built a successful online storefront specializing in luxury crystal décor, rated 5-stars on Etsy
- Created a unique business plan and extensive marketing strategy utilizing search engine optimization and social media advertising
- Analyze competitive market dynamics, inventory optimization, and consumer behavior trends in order to maximize profits and ROI
- Manage all aspects of customer service and experience including support requests/disputes and fulfillment of orders

EFMM & NYMMG

Fashion Model & Modeling Coach

Nationwide

Jan 2019 – Present

- Model for high-end fashion designers in commercial print advertisements, runway shows & private showings
- Interact with clients one-on-one regarding items being modeled with the intent to procure a sale
- Official coach and casting mentor for EFMM, hosting classes for models teaching walking, posing, etiquette, and sales techniques
- Create and market unique social media content for luxury designers and brands

STUDIO OF THE DANCE ARTS

Dance Instructor & Studio Manager

Seneca Falls, NY

Aug 2012 – Jun 2017

- Instructed ballet, tap, jazz, and contemporary dance classes for kids and teens, ages 3-18
- Managed and trained elite, award-winning, competitive dance teams, scoring gold and platinum placements
- Handled registration, paperwork, payments, receipts, phone calls, and all aspects of customer support for the studio

LICENSES & CERTIFICATIONS

CALIFORNIA DEPARTMENT OF REAL ESTATE

Real Estate Salesperson License

California

Dec 2022 – Present

- DRE# 02204296 | License with Keller Williams Laguna
- Member of the National Association of Realtors® and Women's Council of Realtors® Orange County

LEADERSHIP & ACTIVITIES

MISS UNIVERSE ORGANIZATION

Miss Newport Beach USA

Nationwide

2019 – Present

- Contestant for Miss California USA (2020 - Present)
- Contestant for Miss New York USA 2019 - Outstanding Interview Award Winner

MISS WORLD AMERICA ORGANIZATION

Miss World New Hampshire

Nationwide

2019 – 2020

- Miss World New Hampshire Winner
- Top 12 placement at national competition

SKILLS & INTERESTS

Organizations: Miss Universe Organization, 4Ocean, 8Billion Trees

Skills: Microsoft Office (Word, Excel, PowerPoint), Leadership, Negotiation, Public Speaking, Problem Solving, Sales, Marketing

Interests: Psychology, Boxing, Weightlifting, Boating, Snowboarding, Museums