



EXPERIENCE

Social Media Director + Marketing Coordinator

Secret Dreams Music Festival | Legend Valley, OH | July 2023-Present

Plan, design, implement and monitor social media marketing campaigns.

Create, curate and manage social media content, including text, audio, visual and multimedia formats.

Engage users with prompt responses, organize competitions, ask questions and cultivate relationships.

Monitor social media trends, including developments in design, applications, strategy and innovation to stay relevant and effective.

Marketing Manager

SeriesFest | Denver, CO | November 2022-June 2023

Led a cross-functional team to execute successful marketing campaigns

Designed and implemented comprehensive marketing strategies to create and manage a budget of \$10k to execute marketing initiatives, resulting in a increase in brand awareness

Produced ideas for promotional events or activities and organize them

Responsible for all digital and print marketing materials

Conduct general market research to keep upholding trends and competitors marketing movements

Social Media Director + Lead Graphic Designer

COGT Event + Music Productions | Denver, CO | March 2021-May 2022

Curated Social Posts across cross platform algorithms

Develop rough layout and concepts to be approved by clients

Designed all content needed throughout the venue

Responsible for all digital and print marketing materials

Conceptualized new designs for marketing material and ad campaigns

Created client contracts + invoices

Associate Designer + Social Media Director

1908 Brands | Boulder, CO | October 2021-August 2022

Created graphic emails used in campaigns

Wrote copy for blogs, emails, social posts, and all marketing collateral

Planned and scheduled advanced content on social media

Ran paid marketing campaigns on various social media platforms

Executed campaigns to boost sales

Conceptualized new designs for marketing material and ads

Lead Graphic Designer + Social Media Director

Blue Forest Farms | Longmont, CO | April 2021-August 2021

Designed all product labels

Curated and create all social media content

Updated all website content to represent new branding

Photographed products

Designed and produced merchandise

Junior Graphic + Visual Designer

Phase One Music CO. | NYC | May-August 2019

Created promotional videos for high profile clients

Designed merchandise for artists

Redesigned main company website and artist's personal websites

Signed NDA's to protect clients

Managed and ran various artists social platforms

Junior Graphic Designer

EDM World Magazine | Harrisonburg, VA | January 2018-March 2020

Designed full spread issues

Oversaw all other designers and assist with any issues

Ensured all layouts were produced in time to meet production

In charge of branding and social media collateral

Created design and branding guides for the design team

EDUCATION

James Madison University

BFA Graphic Design + Photography | 2019

SKILLS

Software + Tech

Adobe Suite

InDesign | Illustrator | Photoshop

Lightroom | After Effects | Premiere Pro

Procreate | Sketch | Keynote | Invision

Brackets | XD | Microsoft | Klaviyo | Shopify

Visual Communication

Graphic Design

Photography

Content Creation

E-Commerce Marketing

Social Media Marketing

Email Marketing

Advertising

AI Powered Mechanics

Package Design

Branding

Photo Manipulation

Print Knowledge

Production Management

Research + Development

Color Theory

Creative Problem Solving

Post Production Services

Digital Illustration



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Portfolio available upon request