

# CAIT GRIFFITH

## EDUCATION

### James Madison University

BFA Graphic Design + Photography | 2020

## SKILLS

### Software + Tech

#### Adobe Suite

InDesign | Illustrator | Photoshop

Lightroom | After Effects | Premiere Pro

Procreate | Sketch | Keynote | Invision

Brackets | XD | Microsoft | Klaviyo | Shopify

HubSpot | Asana | Wix | HootSuite

### Visual Communication

Graphic Design

Content Creation

Photography

Brand Development

Social Media Management

SEO Optimization

Web Design (HTML + CSS)

Social Media Marketing

Short Form Video Creation

Videography + Post Production Editing

Color Grading

Crisis Management

E-Commerce Marketing

Email Marketing

Digital + Print Advertising

Poster Design

Package Design

Photo Manipulation

Print Knowledge

Production Management

Research + Development

Color Theory

Creative Problem Solving

Digital Illustration

 [caitgriffith.com](http://caitgriffith.com)

 [contact@caitgriffith.com](mailto:contact@caitgriffith.com)

 908-461-8082

*\*Portfolio + client roster available upon request\**

## EXPERIENCE

### Social Media Director + Marketing Coordinator Secret Dreams Music Festival | Remote | July 2023-Present

Create and implement strategic marketing plans to promote the festival, drive ticket sales, and increase brand awareness.

Design and coordinate a monthly content calendar

Oversee the festival's social media accounts, including content creation, scheduling, posting, community management across platforms

Plan and execute multi-channel marketing campaigns, including email marketing, social media advertising, influencer partnerships, and traditional media.

Ensure all marketing materials and communications align with the festival's brand identity and voice, maintaining consistency across all channels.

Develop and implement crisis communication plans to handle any negative publicity or issues that arise before, during, or after the festival.

### Marketing Manager

SeriesFest | Denver, CO | November 2022-June 2023

Led a cross-functional team to execute successful marketing campaigns

Designed and implemented marketing strategies to execute multi-channel campaigns, including digital, print, and broadcast media.

Managed a budget to execute marketing initiatives.

Developed and managed a media team for on-site content.

Coordinated with the social media management team to monitor performance metrics, optimize content strategies, and ensure consistent brand messaging, resulting in a 25% increase in engagement across platforms Increased brand awareness through targeted campaigns.

Approved monthly content calendars

Produced ideas for promotional events and sponsorship activations.

Oversaw and approved all digital and print marketing materials.

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

### Associate Designer + Social Media Director

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

Created visual assets for marketing campaigns, product launches + brand initiatives

Designed and produced digital and print materials, including social media graphics, email newsletters, banners, brochures, and advertisements, ensuring brand consistency and visual appeal.

Created monthly content calendars across various social media platforms.

Designed and implemented campaigns on various social media platforms.

Conceptualized new designs for all marketing material

Ensured all designs adhered to established brand guidelines

### Lead Graphic Designer + Social Media Director

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

Spearheaded a complete company rebrand.

Designed product packaging for existing and new products.

Created monthly social media content calendars.

Directed and created all social media content.

Updated all website content to represent new branding

Photographed products for brand imagery.

### Junior Graphic + Visual Designer

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

Designed album covers, single artwork, and other visual assets for releases.

Created promotional graphics and video for use on social media platforms.

Designed artist merchandise.

Created and edited short form video content for releases.

Animated videos with beat syncing for user experience.