

CAIT GRIFFITH

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

Social Media Management

Content Creation

Graphic Design

Photography

Brand Development

Videography

Artist Management + Promotion

Crisis Management

E-Commerce Marketing

Social Media + Digital Marketing

Email Marketing

Digital + Print Advertising

AI Powered Mechanics

Package Design

Photo Manipulation

Print Knowledge

Production Management

Research + Development

 caitgriffith.com

 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

Develop Comprehensive Marketing Strategies

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

Oversee the festival's social media accounts, including content creation, scheduling, posting, and community management across platforms like Instagram, Facebook, Twitter, TikTok
Lead the production of engaging content, such as photos, videos, graphics, emails, that resonate with the festival's target audience.

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 comprehensive marketing strategies to

Design and execute multi-channel marketing campaigns, including digital, print, and broadcast media, to reach target audiences effectively.

Created and manage a budget of \$10k to execute marketing initiatives, resulting in an 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

Developed 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

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