

Caitlin Ridley

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Public Relations/Communications Specialist and Administrative Assistant

Dynamic and results-driven professional with about three years of experience in digital marketing, communications, and project management. Proven track record in enhancing brand visibility and engagement through strategic content creation and social media management. Demonstrated ability to manage multiple projects simultaneously while maintaining a high level of organization and attention to detail. Skilled in community engagement and event coordination, with notable experience working with organizations such as the Humane Society of Jefferson County and Cornerstone Companions Service Dogs. Successfully increased website traffic and social media followers through innovative digital marketing strategies, contributing to significant growth in community outreach and customer engagement.

SKILLS

- Brand Awareness
- Marketing
- Time Management & Multitasking
- Community Engagement
- Office Administration
- Verbal and Written Communication
- Content Creation
- Project Management
- Customer Support
- Social Media Management

WORK EXPERIENCE

Cornerstone Companions Service Dogs • 01/2024 - Present

Social Media Content Creator

- Generated creative ideas for original content that is tailored towards specific audiences.
- Crafted compelling content for Facebook and Instagram, to boost engagement and increase brand awareness and customer interaction.

Cards for Hospitalized Kids • 10/2023 - 12/2023

Public Relations Intern

- Developed and created digital posts to promote company brand and events via social media
- Coordinated interviews between clients, media representatives and journalists
- Conducted background research for press releases, new client proposals and media outlet lists
- Wrote and distributed press releases and newsletters to targeted media

Carson Newman University • 01/2023 – 04/2023

Athletic Communications Intern

- Organized community outreach initiatives to increase attendance at home sporting events.
- Managed the department's official website and social media accounts including Facebook, Twitter, Instagram, and YouTube.
- Researched and wrote press releases, game recaps, feature stories, website content, and other communications materials.

Food Pantry Administrative Assistant

- Organized and maintained office files, records, and documentation.
- Managed and ordered office supplies to ensure the pantry is stocked with necessary materials.
- Maintained volunteer records and tracked volunteer hours.
- Tracked inventory levels of food and other supplies, coordinating with staff to ensure adequate stock.

The Humane Society of Jefferson County • 09/2022 – 12/2022

Public Relations Intern

- Organized events to promote client services or products to public
- Developed and created digital posts to promote company brand and events via social media
- Assisted with the development of promotional materials such as brochures, flyers, and newsletters

Walters State Community College • 09/2021 – 12/2021

Administrative Assistant

- Provided administrative support to management staff, including scheduling meetings and appointments, preparing agendas, and maintaining records
- Answered phone calls, directed inquiries to appropriate personnel, and responded to customer requests in a timely manner
- Maintained files, keeping sensitive information confidential

EDUCATION

Bachelor Of Arts in Communications

Carson Newman University • 05/2024

Associate of Arts in Communications

Walters State Community College • 05/2022

CERTIFICATIONS

Certificate of Public Relations

Oxford Home Study Centre

PROJECTS

Paramount Global's Roadmap for Success in the Media Industry

Carson Newman University

For a class project, I wrote a case study that analyzed the challenges faced by Paramount Global in the rapidly evolving media and entertainment industry and proposed strategic solutions to help the company adapt and thrive. It focused on the competition from streaming services, the necessity for rebranding and strategic shifts, and the importance of evolving advertising techniques. The paper aimed to provide a comprehensive roadmap for Paramount Global to become a dynamic, digitally-focused, and audience-centric media organization, ensuring its competitiveness and success in the digital age.