

# Caitlin Neely

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CINCINNATI, OH

## Education

### UNIVERSITY OF VIRGINIA

2014 - 2016

Master of Fine Arts in poetry. Henry Hoyns and Poe/Faulkner Fellow.

### NORTHERN KENTUCKY UNIVERSITY

2010 - 2014

Bachelor of Arts in English. Awards included 2012 Outstanding Junior in Honors Program, 2013 Director's Award, 2014 Lindsey Leadership Award, and 2014 Undergraduate Spotlight Award.

## Work Experience

### RISEN ESPORTS: MARKETING/TOURNAMENT OPERATIONS

June 2019 - PRESENT

Partnered with Riot Games to run Tier 2 Proving Grounds tournaments in the winter and summer. Secured a sponsorship with U.GG for the summer event.

Administrated a 6,500-member Discord. Answered questions related to tournament rules, formatting, and handled team disputes.

Led a team of three to create tournament rules, formatting, and marketing materials in one month for a Tier 2 LCS Proving Grounds tournament.

Social media manager. Achieved 1.6 million organic impressions on Twitter and gained 386 new followers in a one-month period during the Proving Grounds tournament in January.

### TEACHSTONE: DIGITAL MARKETING COORDINATOR/SPECIALIST

Feb 2017 – Mar 2020

Content manager for company blog and social media channels. In charge of strategy, scheduling, and performance metrics.

Crafted and edited copy for webpages, blog posts, social media posts, digital ads, and email campaigns.

Collaborated cross-functionally to produce engaging webinars and presentations for teachers.

Facilitated redesign for the online store and FAQ section. Improved customer experience and page navigation based on user feedback.

Expert on all things Hubspot for marketing department. Scheduled email campaigns, designed workflows, and crafted contact lists.

## **THE MFA YEARS: FOUNDER**

May 2014 – May 2018

Increased website hits by 643% in the first year and was awarded an Editors Pick on Discover WordPress.

Recruited and supervised a team of ~15 volunteer writers every academic year.

Promoted blog posts and relevant articles on Twitter and Facebook.

Edited and proofread posts from site writers and guest writers.