

CAITLIN THIEL

Education

Saint Joseph's University, May 2022

Bachelor of Arts in Communication Studies

Minors in Entertainment Marketing and Art

Work Experience

TJP Agency

Conshohocken, PA

Project Manager

May 2022–Present

- Manage projects for a variety of different Mars–Wrigley Brands including: M&M'S, TWIX, COMBOS, 3–MUSKETEERS, MILKY–WAY, DOVE, and Ice Cream
- Develop and own project timelines
- Estimate project budgets and hour allocations for each team member
- Collaborate and communicate with team members

ChatterBlast Media

Philadelphia, PA

Account Management Intern

September 2021–May 2022

- Created social media engagement opportunities for clients including the Pennsylvania Prison Society, Suburban Square, and Forman Arts Initiative
- Engaged and interacted with posts on client's Instagram accounts
- Conducted media research to help clients gain an understanding of their online presence

Welcome America, Inc.

Philadelphia, PA

Social Media and Marketing Intern

May 2021–September 2021

- Helped produce and plan the WaWa Welcome America festival, a 16–day city–wide festival to celebrate the Fourth of July
- Worked and collaborated with social media agency to develop a social media strategy
- Captured and created content for social media on–site throughout the festival
- Helped to plan and executed a special event for the First Lady of the United States, Dr. Jill Biden

Leadership Experience

GreenFund

Philadelphia, PA

Co–President and Social Media Coordinator

December 2020–December 2021

- Lead group meetings and maintain relationships with all members
- Wrote, edited, and posted content that gives Instagram users information on how to be sustainable
- Increased following and user activity on Instagram by almost 50%

Skills

- Proficient in Adobe Lightroom, Photoshop, Illustrator and inDesign
- Proficient in Microsoft Word, Excel and PowerPoint
- Proficient in Google Drive
- Proficient in Trello
- Proficient in Ziflow
- Proficient in Smartsheet