

# CAELA COLLINS

CREATIVE • FORWARD~THINKING • PROFIT~MINDED

## CONTACT

📞 203.645.4474

✉️ Caela.Collins.CC@gmail.com

🌐 <https://www.caela.org/>

## SKILLS

- **Writing:** Persuasive, Informative, and Creative.
- **Microsoft Office:** Outlook, Word, PowerPoint, and Excel.
- **Adobe:** Photoshop and Illustrator.
- **Outreach:** Oral & Written communication.

## EDUCATION

### Marymount Manhattan College

December 2018

**B.A., Business: Media Arts Management;** Minor(s): Studio Art & Communication: Public Relations

### Mentionable Work

\*Freelance Copywriter for [OLETTE](#) (sustainable fashion brand that was feat. in [Vogue](#) 1 month after the brand launched!)

\*Author & Art Director of [Food is Love](#) (children's book)

\*Kahh Spence featured [article](#)

➡️ [My Cover Letter](#)

## PROFILE

Young Professional with proven communication, organizational, and project management skills seeking position within the Media Industry. Team player with excellent experiential plans and client relationship & account management experience. Able to leverage marketing, team leadership and planning strategy to drive competitive growth for brands. Knowledgeable about trends, market conditions, and consumer habits across various industries.

## EXPERIENCE

### Kahh Spence (*Celebrity Hair Artist*) via Caela Enterprises, LLC

**Experiential Marketing Manager** – Virtual >>> Feb 2020 - Current

- Spearhead the social engagement & creative strategy by reviewing analytics, social climate, and consumer perspective for Kahh Spence, he has gone from 108K followers to 114K+ followers.
- Created a successful marketing initiative: an IG-story poll series & game, reaching over 5K views within the first hour of going live that allows him to know exactly what his core audience likes and dislikes while gaining brand attention.
- Implemented a marketing platform/CRM system for outreach efficiency while tracking client objectives and expectations to ensure deliverables meet brand and client needs for campaigns.

### Dharma Entertainment

**Brand Manager** – New York, NY >>> Jan 2018 – Aug 2019

- Generated over \$100K by monetizing branded content; differentiated creative opportunities for partnerships & campaigns to elevate each client's legacy.
- Forecasted growing trends across 10 different industries for 6 clients while amplifying their influence within social media via music, fashion, beauty, food, art, parenting, entertainment, etc.
- Creatively used my writing skills to curate cold emails/calls that resulted in successful pitches, secured long-term deals, and philanthropic integration while thriving in a fast-paced environment.

### Taste the Style (*now The Chill Times*)

**Contributing Writer** – New York, NY >>> Feb 2017 – Jan 2018

- Promoted from Editorial Intern due to exceptional writing capabilities by composing 26 pieces for ages 18 to 35 using appropriate voice tones & word choice; gaining over 75K media impressions.
- Became the Catalyst for essay (op-ed) and wellness posts, exhibiting new direction for fresh opinionated content that supported personal connection with audience members.
- Managed all social networks (Instagram, Facebook, Twitter, Pinterest) by sourcing imagery that coincided with brand's unique image and tailoring captions for each platform's demographics to gain optimal views.