

CAITLIN BLUMER

VCU Brandcenter Strategic Planning

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CaitlinBlumer.com

EDUCATION

VCU Brandcenter

M.S. Business/Branding, Track: Strategy

Expected Graduation: 2017

* See CaitlinBlumer.com for work examples

University of South Dakota

B.S. in Public Relations & Advertising and Political Science

Graduation: May 2012

EXPERIENCE

deeplocal

Strategy Intern Summer 2016

Pittsburgh, PA

- Conducted creative-focused research for new business ventures and collaborated in ideation sessions; worked alongside talented engineering team during project executions
- Duties included: primary & secondary research, man on the street interviews, survey writing & analysis, deck creation, innovation-focused projects, social media & influencer analysis, creative briefs, client presentations, creative ideation sessions
- Brands worked on: Google Maps, American Eagle, Benefit Cosmetics

Bluespire Marketing

Account Coordinator [Contract] October 2014 – May 2015

Minneapolis, MN

- Worked directly with account team and clients to manage marketing and recruitment tactics within the senior living industry
- Duties included: execution of project time lines & estimates, billing management, hosting status meetings & conference calls, fiscal-year strategy session participation, gained robust knowledge of traditional mediums

space150

Account Manager April 2014 – October 2014

Minneapolis, MN

- Served in an integrated project management and account management role in which I was the key contact for both clients and creative teams
- Duties included: conducting strategic & creative meetings for clients, project time line management, creative team resourcing, internal brainstorm sessions, authoring statements of work, revenue & budget tracking, collaboration with media strategists
- 3M brands worked on: Duct Tape, ocelo, Nexcare, ACE, Scotch Brite

Hunt Adkins

Assistant Account Executive November 2013 – April 2014

Account Management Intern March 2013 – October 2013

Minneapolis, MN

- Hired as an intern & brought on to work full time in account management. Shared additional responsibilities of strategic research and project management
- Duties included: primary point of contact for clients & creative teams, meeting organization, account credential management, client feedback communication, competitive analysis research, strategic assistance, office management duties
- Brands worked on: Minnesota Timberwolves, Hayward Pool Products, The Ryder Cup, Mainsail Global, University of Minnesota Athletics

ADDITIONAL QUALIFICATIONS

- **Strategic Style:** a combination of intuitive hunches & research; I gravitate toward identifying the core problems & consumer pain points and developing the best solution
- **Workplace Strengths:** presentation skills, collaborative leadership, blending creativity with logic, simplifying information, intuitive instincts, and natural initiative
- **Flexible research capabilities:** ethnographic research, survey building, user experience, identifying business opportunities, Simmons, and always in touch with the cultural pulse
- **Working on wizard-mastery skill level in:** Keynote, Final Cut Pro, and Hindenburg Editor
- **Bonus:** 11+ years of service industry experience and strong mathematics background