

# Caela Collins

LinkedIn: <https://www.linkedin.com/in/caelacollins/> Website: <https://www.caela.org/>

Young professional focused in Media Arts Management with proven communication, organizational, and project management skills seeking position within the media and branding industry. Team player with excellent event planning and client relationship management experience. Consummate professional with strong work ethic. Ability to utilize Prezi to communicate concise and persuasive presentations. Social media savvy including Twitter, Facebook, Instagram, Snapchat, and Pinterest. Proficient in Adobe Illustrator, Photoshop, and Microsoft Office Applications such as: Outlook, Word, PowerPoint, and Excel. Certified in both Safe Zone and Diversity Zone Training for LGBTQ Awareness and Diversity, Equity, and Inclusion.

**EDUCATION** *Marymount Manhattan College*  
B.A., Business: Media Arts Management December 2017  
Minor(s): Studio Art & Communication: Public Relations

**RELEVANT COURSEWORK**  
Marketing: Digital & Arts, Advertising & Society, Strategic Management, Information Technology, Digital Illustration

## WORK EXPERIENCE

**Assistant Brand Manager (Ind. Contractor)** **Dharma Entertainment** **January 2018 – Present**

- Forecast and identify trends across many industries: music, fashion, beauty, art, parenting, and entertainment.
- Contain a deep awareness and understanding of dual-gender, mainstream, cultural trends/ moments in the marketplace.
- Serve as a managing liaison or brand partnership/ sponsorship outreach and client business trips.
- Balance creativity with organization and discipline in fast moving, ambiguous environment.
- Discover and Pitch opportunities in which elevate the client brand's growth and exposure via paid brand partnerships.
- Contribute creative media ideas and manage campaign execution and performance.
- Assist in implementing philanthropic strategy to each client's brand organically.

## INTERNSHIPS

**Contributing Writer** **Taste the Style** **February 2017 – January 2018**

- Promoted from Editorial Intern due to exceptional writing capabilities, gaining over 75K media impressions.
- Emerged as the Catalyst for essay posts, exhibiting a new direction and fresh content for the brand.
- Ran and grew all networks (Instagram, Facebook, Twitter, Pinterest) by using only the best social media practices.
- Pitched to lifestyle influencers, designers, restaurants, and bars to feature for original riveting posts & sponsorships.

**Traveling PR Intern** **Time Inc.** **June 2016 – August 2016**

- Assisted the PR team with press lists, press clippings, and press releases for ESSENCE, People en Español, MONEY, FORTUNE, and TIME Magazine(s).
- Served as a liaison between the PR Manager and ESSENCE Festival photographers: being responsible for choosing the photos placed within the Oct. 2016 ESSENCE issue and media credentialing.
- Used media monitoring platforms such as Critical Mention, Meltwater, Cision, and Google Alerts for company-wide impression and coverage reports.

**Marketing Intern** **O, The Oprah Magazine** **September 2015 – December 2015**

- Worked with marketing coordinator and integrated marketing manager on project-based advertiser proposals and programs.
- Assisted staff with special events, monthly programs, giveaways, and sweepstakes.
- Created content for O Magazine's first college issue such as advertiser flaps and marketing based contests.
- Updated and monitored Amazon book rankings and media pages for O, The Oprah Magazine and competitive titles.

## CAMPUS ENGAGEMENT

**Asst. Academic Affairs Coordinator** **Marymount Manhattan College** **September 2013 – January 2018**

- Managed the discretion, development, categorization and delivery of the student course evaluations.
- Assisted the office in various capacities by answering phone calls, filing paperwork, and maintaining office supplies for other employees of this department.
- Trusted with the handling and oversight of the purchases for the Academic Affairs Office.