



Caitlin Donohue

SOCIAL MEDIA & MARKETING PORTFOLIO

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Who is she?



SOCIAL MEDIA PRO.

MULTIMEDIA CONTENT CREATOR.

MARKETING & BRANDING SPECIALIST.

As a person...

Caitlin is a creative collaborator first. She loves solving problems, learning through books and podcasts, and playing with her fur babes: Babushka, Brunch, & RBG. She's a strong advocate people with disabilities, having previously worked as a Drama Therapist in a school for children with autism. Caitlin is dedicated to using her privilege to elevate and empower others.

10+ years of experience

An early innovator on social media, Caitlin is up-to-date on all of the latest trends and practices. She's built successful brands for several artists, start-up companies, and private consultants over the past decade. She specializes in multimedia content creation, engaging graphic design, and adapting each client's voice to best serve their target demographic.

WHAT I OFFER

01

MULTIMEDIA
CONTENT
CREATION

02

BRAND KITS &
PARTNERSHIPS

03

COPYWRITING &
EDITING

04

MARKETING &
ADVERTISING

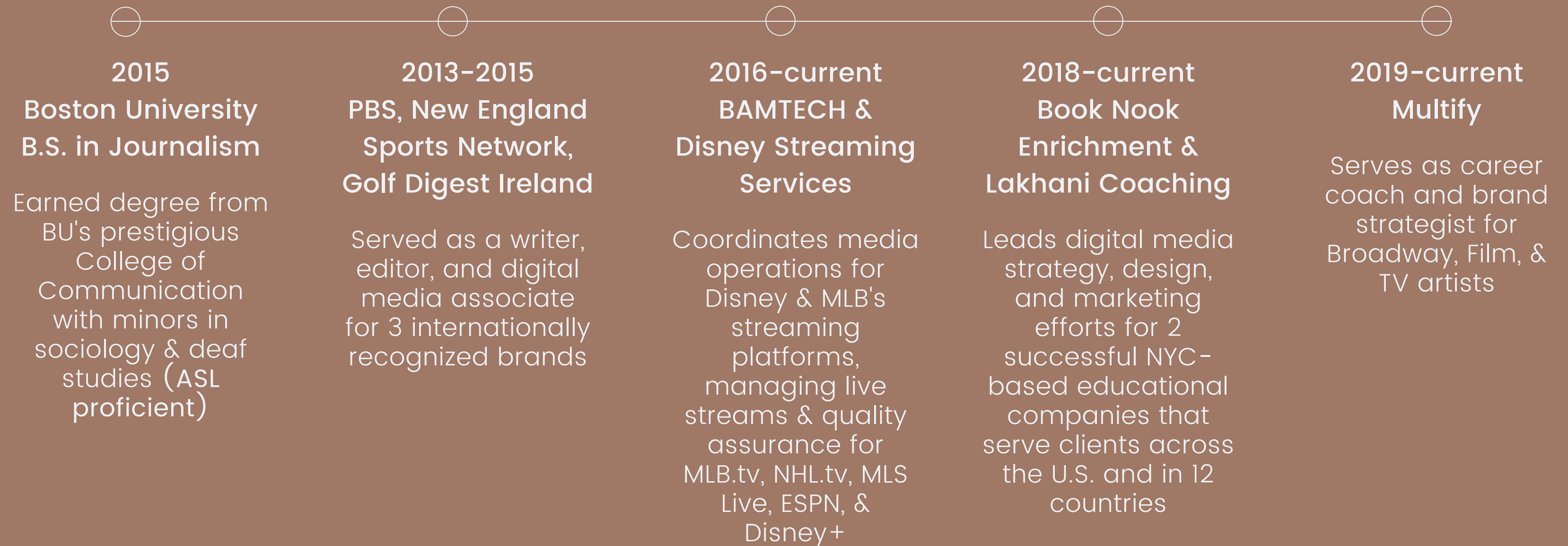
05

GRAPHIC &
WEBSITE DESIGN

06

CREATIVE
COLLABORATION

Education & Experience



Key Achievements



GROWTH

- Multify: 800% increase in Facebook engagement and 231% increase in IG engagement in 8 months
- Book Nook: 500% increase in YouTube subscribers & 300% increase in IG/FB followership in 1 year
- Maya Jacobson, copywriting client: 378% increase in website traffic in 3 months



VOLUME

- Book Nook: Conceived, filmed, edited, and published over 100+ Read Aloud Story Time Videos on YouTube
- New England Sports Network: Wrote and published over 150 original articles per day on NESN.COM, averaging 10 articles/day



COMMUNITY

- Lakhani Coaching: Crafts monthly e-newsletters to mailing list of 10k+, achieving regularly achieving open rate of 30%+
- Multify: Manages all comments, questions, and new client inquiries via email and social media



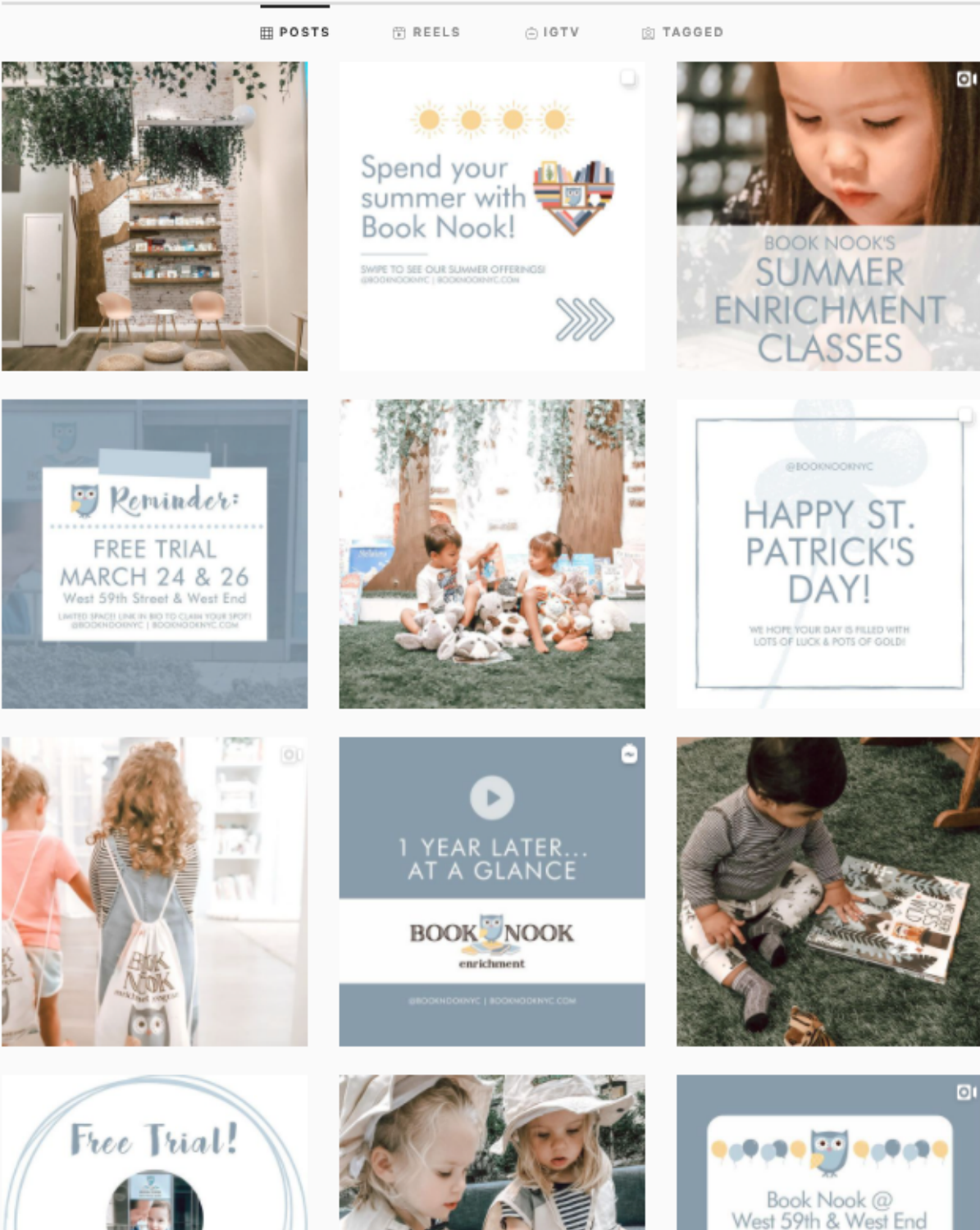
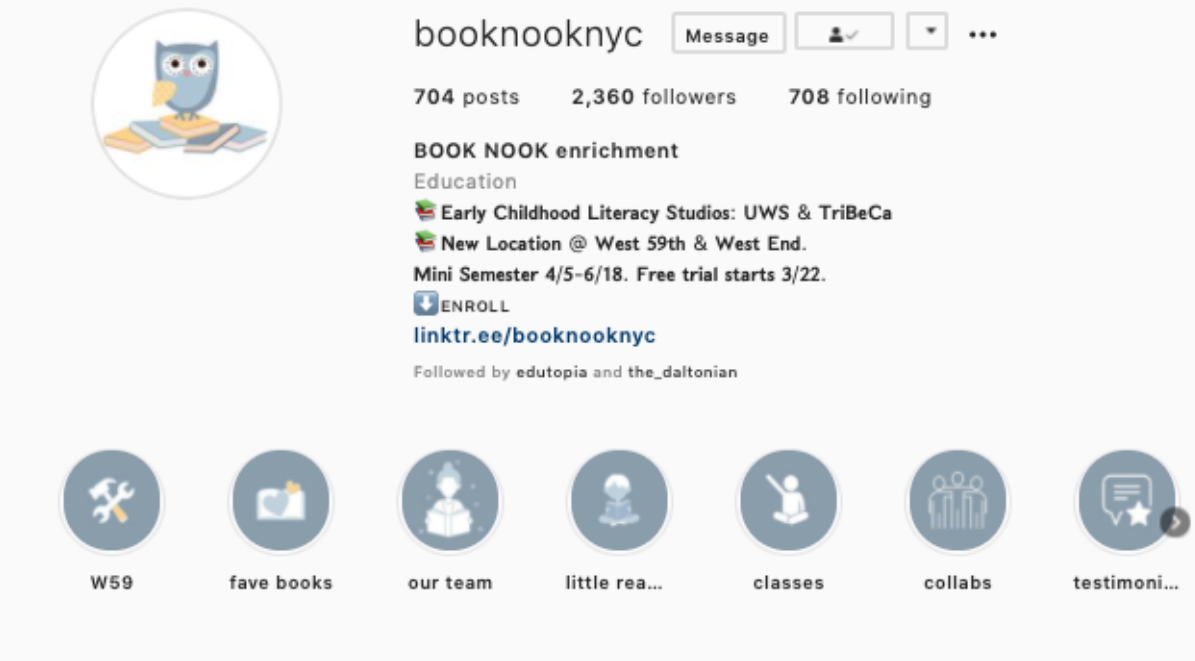
DESIGN

- Multify: Creates interactive teaching materials for workshops with 100+ attendees
- Book Nook: Executes cohesive brand management through Instagram grid strategy and applying custom Lightroom preset to all photos

RECENT CLIENTS



[CLICK HERE FOR WRITING SAMPLES PUBLISHED BETWEEN 2013-17](#)



BOOK NOOK ENRICHMENT

Digital Media Director



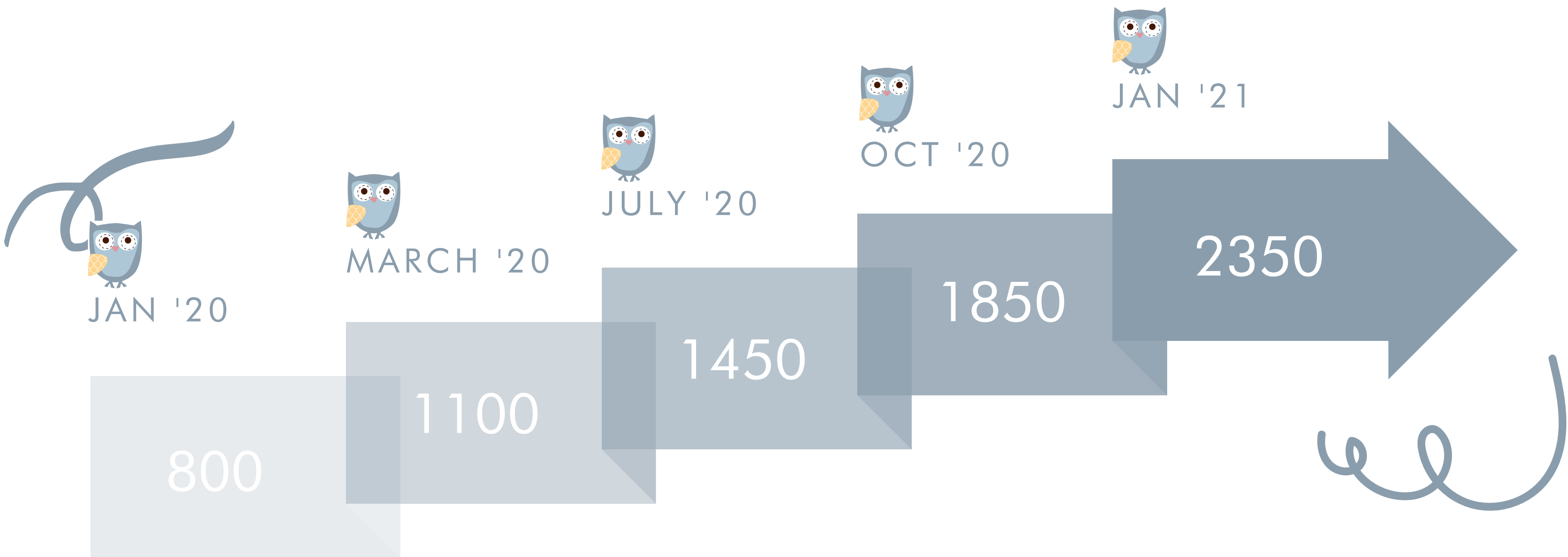
Book Nook Enrichment is a unique early childhood literacy center with 3 Manhattan locations and a top-rated virtual program for little ones ages 1-12. Our engaging curriculum is designed to meet the needs and learning styles of each child.



SOCIAL MEDIA PROFILE BY CAITLIN DONOHUE

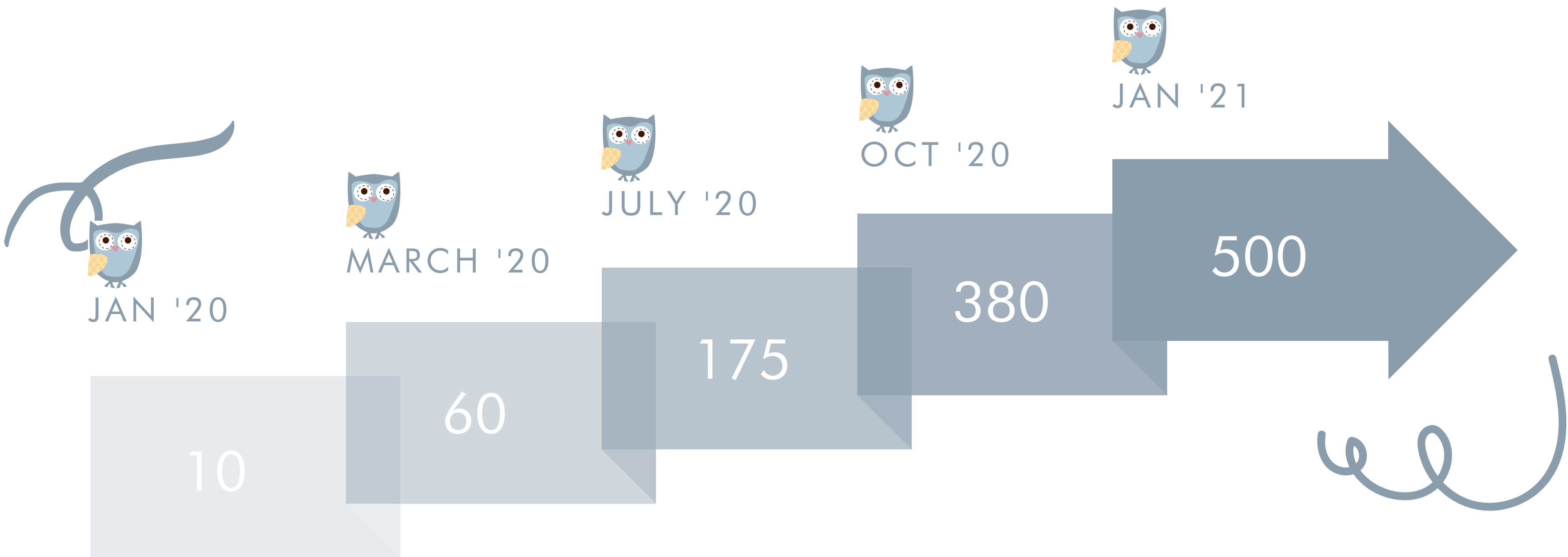
ORGANIC FOLLOWERSHIP GROWTH

INSTAGRAM & FACEBOOK: +300% IN ONE YEAR



ORGANIC SUBSCRIBER GROWTH

YOUTUBE: +500% IN ONE YEAR



Services Rendered

Multimedia Content Creation (often deadline-sensitive)
Copywriting & Editing
Created & Maintained Company's Digital Content Calendar
Facebook, Instagram, & Google Ad Creation
Social Media Marketing & Ads Manager
Audience Engagement
Brand Partnerships
Established & Managed Rapidly Growing YouTube Channel
Launched 2 Story Time Series for Children
Video Editing & Voiceover Work
Search Engine Optimization



Skills & Tools Applied

Lightroom, Canva, iMovie, FinalCut Pro, VideoEditor+Movavi, Asana, Slack, Trello, FB/Google Ads Manager, HTML, Hashtag Generation

MBA Application Deadlines: When to Apply to B School



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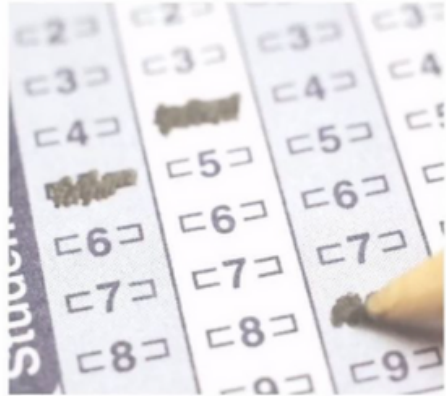
Hafeez Lakhani, founder and president of Lakhani Coaching in New York City, explains that it is best to take one step at a time when applying to business school, without attempting to multitask.

LINK IN BIO FOR FULL ARTICLE.
@LAKHANICOACHING | LAKHANICOACHING.COM



The Subtext of the UC Test Optional Decision

Link to full blog post in bio.



HOW ARE COLLEGES ADAPTING IN 2020?

BOLD!

LINK TO INTERVIEW IN BIO
@LAKHANICOACHING

gmat mentors

PODCAST EP. 7:
AN INTERVIEW
WITH EXPERT
TEST-TAKER,
HAFEEZ LAKHANI

Link in bio to listen.
Swipe for preview.



@lakhanicoaching / lakhanicoaching.com

CNBC A growing number of colleges could close for good post-pandemic

"In a year or two years, I expect to see something north of 100 colleges on the brink of financial ruin."

HAFEEZ LAKHANI FOR CNBC.COM
@LAKHANICOACHING | LAKHANICOACHING.COM

LAKHANI COACHING

Social Media & Graphic Design Lead



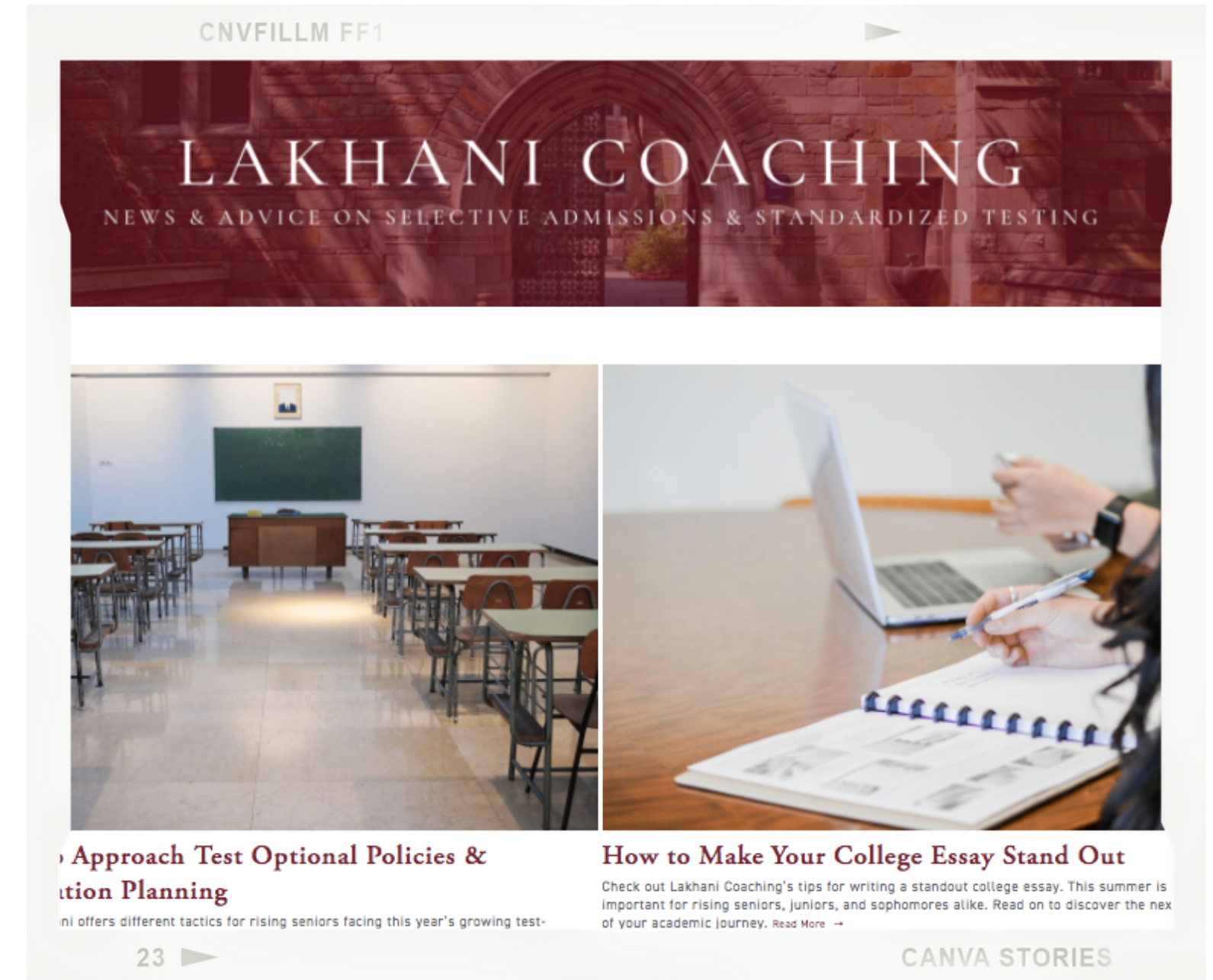
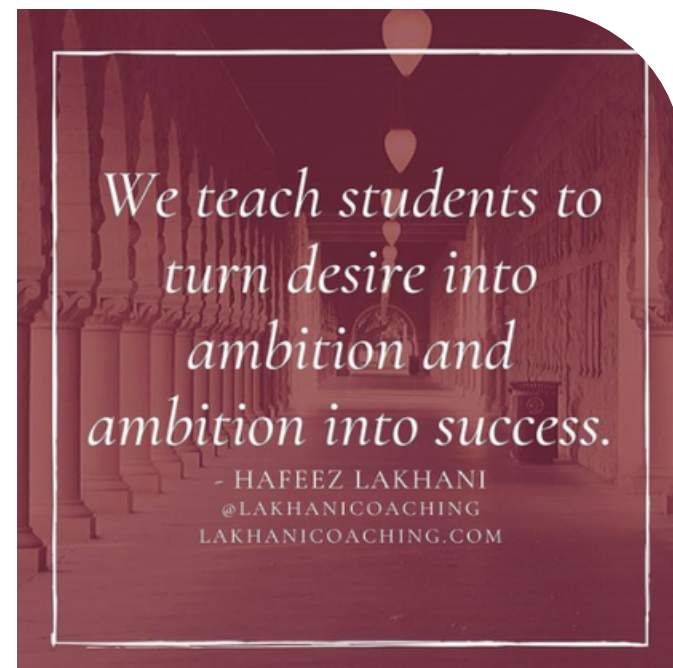
Lakhani Coaching is an educational consultancy that specializes in selective admissions. LC serves students all of the US and 12 countries around the world via Skype.



SOCIAL MEDIA CLIPS BY CAITLIN DONOHUE

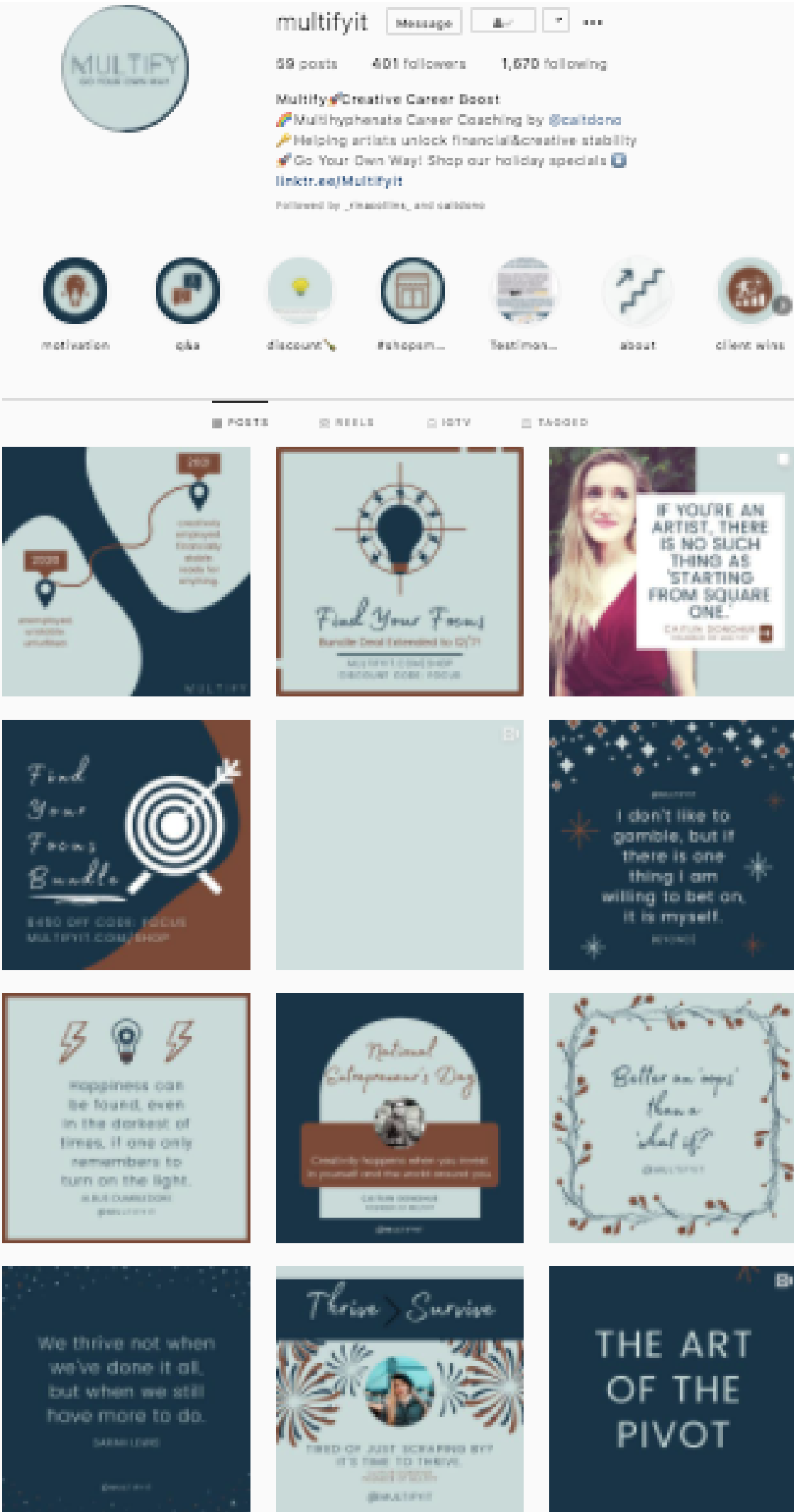
Services Rendered

Led Design & Distribution of All Presentation Materials
Devised Biweekly E-Newsletter for List of 10k+
Managed Blog & Other Website Upgrades
Created & Marketed HQ Video Ads
Copywriting & Editing
Created & Maintained Company's Digital Content Calendar
Social Media Marketing & Strategy
Led Establishment of 501(c)(3) Organization & Donation Platform
Search Engine Optimization
Maintained & Engaged with Large Pipeline of Prospective Clients



Skills & Tools Applied

Squarespace, ConstantContact, MailChimp, Lightroom, Canva, FinalCut Pro, VideoEditor+Movavi, DocuSign, QuickBooks, Asana, Slack, Trello, FB/Google Ads Targeting, Writing & Editing

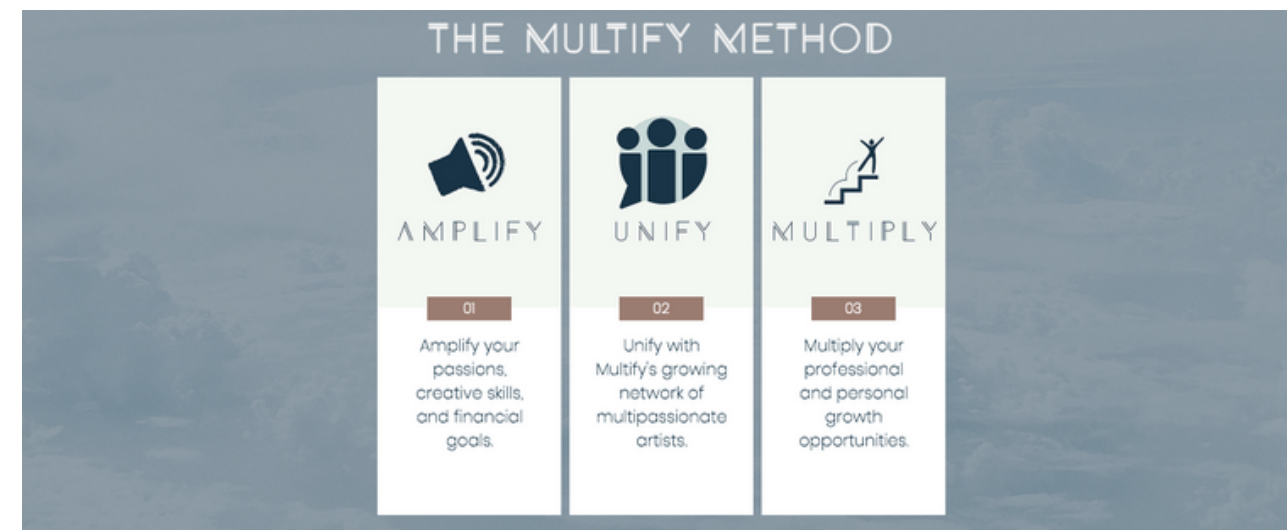


MULTIFY

DIGITAL MEDIA DIRECTOR



Multify is a career coaching collective that helps artists achieve financial & creative stability through mentorship, branding packages, and job application strategy.



SOCIAL MEDIA PROFILE & GRAPHICS BY CAITLIN DONOHUE

Services Rendered

Conceptualized Multify's Website & Brand Kit
Created Client Websites & Professional Portfolios
Curates & Distributes E-Newsletter
Created & Marketed HQ Visual Ads
Copywriting & Editing
Created & Maintained Company's Digital Content Calendar
Social Media Marketing & Strategy
Search Engine Optimization
Mentors Clients in Web/Graphic Design & Portfolio Development

Skills & Tools Applied

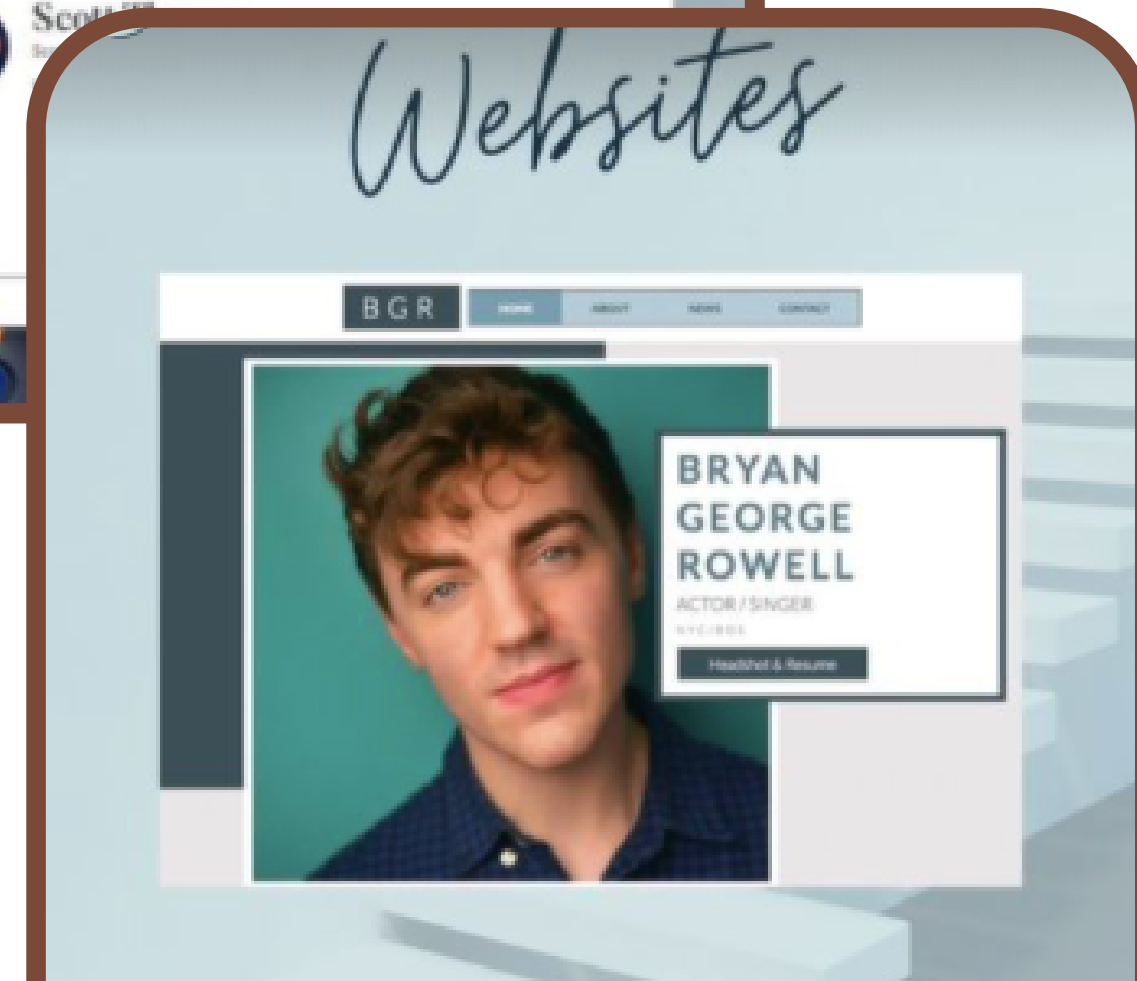
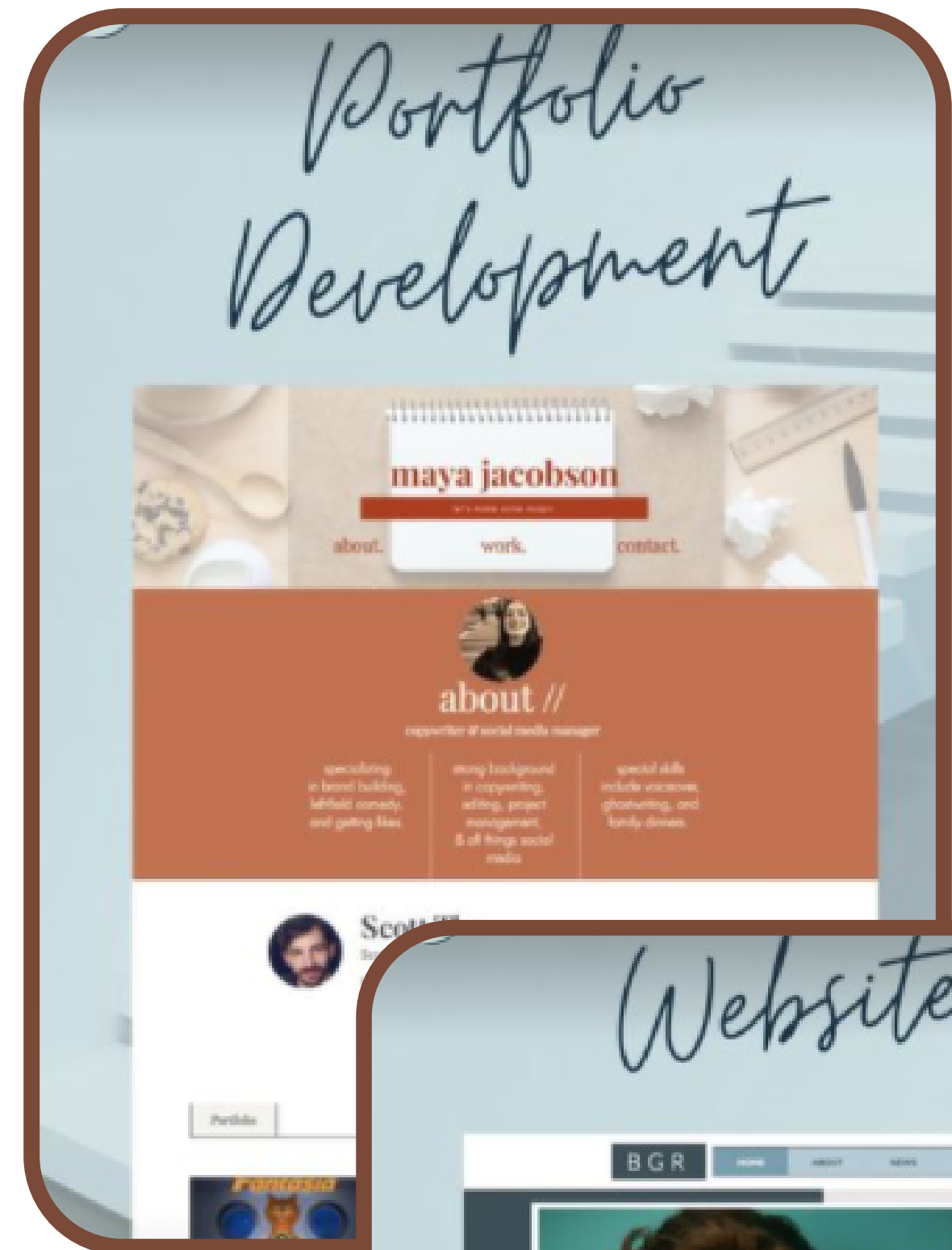
Wix, FloDesk, Lightroom, Canva, FinalCut Pro, VideoEditor+Movavi,
DocuSign, WaveApp, Asana, Slack, Trello, FB/IG Ads, Blogging

Web & Portfolio Design Samples

Multify's Website

Bryan George Rowell: Actor/Singer

Maya Jacobson: Copywriter/Social Media Manager



MULTIMEDIA SAMPLES

- [Introducing LifeLaunch](#)
- [Find Your Focus Bundle Promo](#)
- [Introducing Virtual Summer Programs](#)
- [Virtual Learning Testimonials](#)
- [Instagram Reel: Construction Kid Update](#)
- [School Looks a Little Different This Year](#)
- [Learning Pods & Remote Learning Support](#)
- [The Sub-Text of the USC Test-Optional Decision](#)



LET'S WORK TOGETHER

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