

# Caitlin Donohue

NYC/REMOTE

is a motivated writer, editor, and digital media specialist.  
Offers experience in live streaming operations and product launches.  
Specializes in multimedia design and social media marketing.  
Thrives in deadline-driven, high-pressure environments.

caitdono23@gmail.com | 603.321.4806 | [Social Media & Marketing Portfolio](#) | [Writing Samples](#) | [LinkedIn](#)

## EXPERIENCE

### DISNEY STREAMING SERVICES / BAMTECH

Live Operations Coordinator, January 2016 – CURRENT | NYC

- Tested and launched over \$750 million worth of live subscription products.
- Acts as intermediary between league personnel, internal engineers, customer service, and partners.
- Manages day-to-day live streaming operations for NHL, MLS, Eurosport, and ESPN International.
- Monitors multiple simultaneous live streams on Desktop, iOS, and all mobile platforms.
- Schedules and prepares pregame, postgame, and special event live streaming coverage.
- Reports and addresses any audio/video transmission issues during live streams.

### BOOK NOOK ENRICHMENT

Digital Media Director, January 2019 – CURRENT | NYC

- Serves as head of digital media strategy for successful Manhattan learning studios.
- Increased followership by 500% on YouTube and 300% on Instagram/FB in one year.
- Designs all public marketing materials, including multimedia video advertisements.
- Led virtual learning transition by creating a series of 100+ read aloud story times on YouTube, IG, & FB.
- Devises long and short-form copy for website & social platforms.

### LAKHANI COACHING

Social Media Manager & Grant Writer, November 2019 – CURRENT | NYC

- Creates and conceptualizes company blog, website, and social media profiles.
- Designs all internal training documents, presentations, marketing materials, logos, and multimedia content.
- Manages design and distribution of e-newsletter to 10k+ via ConstantContact.
- Co-led formation of 501c3 for Lakhani Coaching's scholarship program, Lakhani Scholars.
- Writes grant proposals and leads outreach for Lakhani Scholars.

### MULTIFY

Digital Media Director, July 2019 – CURRENT | NYC

- Manages all social media channels and private Facebook group with 200+ members.
- Creates multimedia advertising campaigns using lookalike audiences, keywords, and data analytics via Facebook Ads.
- Leads and creates interactive materials for career-focused virtual workshops with 100+ attendants.

### NEW ENGLAND SPORTS NETWORK

Digital Media Associate, January – May 2014 | BOSTON

- Published over 150 original, AP-style articles for NESN.com.
- Copy edited, posted, and updated stories.
- Created photo galleries based on current trends.
- Worked directly with editors and offered ideas for future content.
- Completed social media report to increase company's impact across all platforms.

## SKILLS

Project Management: Basecamp. Trello. Slack. HipChat. Confluence. iMeetCentral. GoogleSuite. AirTable.  
Extensive background in professional performance and public speaking for crowds of up to 35,000.  
Types 120 WPM. Working proficiency in ASL. Copywriting & Editing. AP & Chicago Styles. Microsoft Office. Social Media Marketing & Analytics. Canva. Wordpress. Wix. Squarespace. Movavi. Final Cut X/Pro. HTML. Lightroom. MailChimp. ConstantContact. FloDesk. SEO. Vendor Coordination. Multimedia Content Creation. Partnerships.

## EDUCATION

BOSTON UNIVERSITY – B.S. IN JOURNALISM

CONCENTRATIONS: DEAF STUDIES & SOCIOLOGY