

# Caitlin Donohue

is a motivated writer, editor, and digital media specialist.  
thrives under deadlines and welcomes constructive criticism.  
enjoys working independently and collaboratively.  
offers experience in marketing, live operations, sales, and social media.  
has an excellent sense of humor.

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@caitdono

## EDUCATION

BOSTON UNIVERSITY - B.S. IN JOURNALISM  
CONCENTRATIONS: DEAF STUDIES & SOCIOLOGY

## PORTFOLIO LINKS

[CLIPPINGS.ME](http://CLIPPINGS.ME)  
[NEW ENGLAND SPORTS NETWORK](http://NEWENGLANDSPORTSNETWORK.COM)  
[MULTIFY](http://MULTIFY.COM)

## EXPERIENCE

### LAKHANI COACHING

SOCIAL MEDIA MANAGER & GRAPHIC DESIGNER, DEC. 2018-CURRENT

- Conceptualized & created company blog, website, and social media profiles.
- Manages design & biweekly distribution of e-newsletter to 10k+ via ConstantContact.
- Gained donations and scholarship applications through social media advertising.

### BOOK NOOK ENRICHMENT

DIGITAL MEDIA DIRECTOR, January 2019-CURRENT

- Serves as head of digital media strategy for successful Manhattan learning studios.
- Designs all public marketing materials.
- Led virtual learning transition by creating a series of 100+ read aloud story times on YouTube, IG, & FB.
- Created and maintains social media content calendar.
- Devises long and short-form copy for website & social platforms.

### DISNEY STREAMING SERVICES/BAMTECH

Media Operations Specialist, January 2016 - March 2020

- Managed day-to-day live streaming operations for NHL, MLS, Eurosport, and ESPN International.
- Monitored multiple simultaneous live streams on Desktop, iOS, and all mobile platforms.
- Scheduled and prepared pregame, postgame, and special event live streaming coverage.
- Communicated with club media personnel and internal engineers to ensure optimal product.
- Reported and addressed any audio/video transmission issues during live streams.

### L&T CO.

Staff Writer, July - October 2017

- Worked with editorial team to produce exemplary articles for various client accounts.
- Adapted writing to suit specific client's voice, mission, and style.
- Submitted 400-800 word drafts with accompanying social media content.
- Conducted thorough research, hyperlinking, and citation.

### AUTHOR RON FASSLER, GRIFFITH MOON PUBLISHING

Editor, May - July 2015

- Edited first half of UP IN THE CHEAP SEATS (Amazon Top 20 Performing Arts book) for grammar and clarity.
- Cleaned and solidified the content of the book's introduction while maintaining author's integrity and purpose.

### NEW ENGLAND SPORTS NETWORK

New Media/Digital Intern, January - May 2014

- 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

Typing 120 WPM. AP & Chicago Styles. Microsoft Office. Google Analytics. Wordpress. Wix. Squarespace. Final Cut X/Pro. HTML. Asana. Lightroom. MailChimp. ConstantContact. FloDesk. SEO. Social Media Optimization. Project Management: Basecamp. Trello. Slack. HipChat. Confluence. iMeetCentral. Google Drive/Docs. Working proficiency in ASL. Excellent grammar, vocabulary, & spelling. Professional performer/public speaker.