

CAITLIN DALY

MEDIA SPECIALIST

CONTACT

- 646-573-1040
- caitlindaly95@gmail.com
- www.caitlindaly.com
- Nashville based, Open to Relocation

SKILLS

- Social Media Management
- Digital Media Strategy
- Content Strategy & Execution
- Storytelling & Interviewing
- Content Creation
- Editing
- Relationship Building
- Project Management
- Event Management
- Public Relations

EDUCATION

Digital Journalism

Fairfield University

2015-2018

Transferred from University of Delaware

PROGRAMS

Social Media Platforms: Instagram, Twitter, Facebook, Tiktok, Pinterest, YouTube, Reddit, Threads, etc.

Project Management Softwares, Microsoft Office, Canva, Adobe Creative Suite, CRM Systems, Calendars

CAREER OBJECTIVE

My mission is to leverage my expertise in digital media, content creation, and social media management to make a meaningful impact in the industries and communities I engage with. I am dedicated to crafting compelling and engaging content that resonates with audiences, while strategically utilizing digital platforms to enhance brand visibility and drive business growth. Through innovative storytelling, creative strategies, and focusing on authenticity, I aim to shape and influence the media landscape, delivering captivating experiences that engage and inspire audiences worldwide.

WORK EXPERIENCE

Reporter and Social Media Manager

Five Reasons Sports Network

2020-Present

- Lead digital media coverage for NHL Florida Panthers, producing engaging content for multiple social media channels.
- Successfully create and produce media coverage across channels for high profile sporting events, including the NHL Regular Season, Stanley Cup Playoffs, Honda Classic annual PGA Tournament, and the 2023 NHL Awards and Draft
- Create engaging content and video for South Florida sports communities to interact with
- Responsible for keeping a pulse on pop culture and media trends as well as engagement analytics on Twitter and Instagram
- Scriptwriting for interviews with various sports personalities
- Planning stories and posts for social media platforms
- Produced and hosted hockey-related content for a YouTube show, showcasing strong storytelling skills.
- Demonstrated ability to engage the audience through video content creation

Media, Communications & Events Manager

Hotel Fraye

2022-2023

- Develop, plan, and execute creative strategies for social media campaigns, special events and activations across all social platforms.
- Responsible for sourcing and determining the candidates to be the next Public Relations and Digital Marketing external agencies for the Hotel.
- Coordinate and manage project calendars for paid and organic social media, digital marketing, and public relations plans.
- Cultivate relationships within the media community to generate brand exposure and drive business growth.
- Connect with all partners to ensure consistency of branding across all media platforms and social accounts.
- Main point of contact for all influencer partnerships and events.
- Capture and organize content for Instagram, Tiktok, and Facebook.
- Keep a pulse on the media trends to drive local and national traffic.

Sports Editor and Content Creator

Middle Tennessee Source

2021

- Developed and executed a content strategy for print, web, and social media channels, with a focus on sports content.
- Established MT Source's "Keys" feature for after Titans games and a weekly Tennessee sports update, driving user engagement.
- Wrote and published weekly sports articles

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WORK EXPERIENCE

Live Production & Game Presentation Associate

New York Islanders
2020

- Research and present new trends and pop culture references in video clips and curated graphics to enhance the in game experience
- Help Game Presentation and Marketing departments for day-to-day planning, skit creation, writing, editing, posting, and performance of media on Islanders social channels (Twitter, Facebook, Instagram, TikTok and outside media)
- Assist Video Production team in conceptualizing captivating video content
- Keep a pulse on content engagement on Twitter and live from games
- Build relationships with community and fans to increase brand reach

Broadcast & Video Production Seasonal Assistant

Nashville Predators
2018-2019

- Maintained video and photo archives; logged game footage; sourced internal and external content requests
- Edit video with Adobe Premiere and create content for various departments and social media platforms
- Film pre/post-game interviews on DSLR and devise script for player interviews
- Digital Coverage of Community outreach events with Preds players and personnel
- Create blooper highlights to use on various social media platforms

Public Relations Summer Associate

Lippe Taylor
2017

- Monitored accounts press coverage and created weekly press reports/Event ROIs for Account Executives
- Assisted in the organization-execution of all Media & influencer events, product launches, and TV nods

Social Media & Events Coordinator, NYFW

NEXT Models
2017

- Helped facilitate special events and assisted VIPs for Fashion Week season
- Oversaw all new talent attendance for NYFW Casting Calls & brand photoshoots
- Developed and managed social media content ideas and live coverage

Public Relations & Media Assistant

C&M Media
2016

- Organized client media and prepared daily press reports
- Managed the influencer network program for our brands
- Ensured consistency in our clients' brand guidelines relative to content
- Created content for clients' social media accounts during NYFW
- Met with media editors to ensure storytelling of client brands was congruent