

Caitlin O'Connor

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Summary

Communications Outreach Graduate Assistant and Marketing Masters student with 3+ years of demonstrated leadership experience in strategic brand management, digital marketing, and event coordination. Measurable social media management experience leveraging consumer insights and e-commerce trends resulting in over 87K+ views on TikTok and partnerships with major brands including PacSun, Sports Illustrated, and Milan Fashion Week. Skilled ability working in dynamic environments, creating data driven strategies, and collaborating with partners to create compelling brand stories.

Skills

- *Marketing & Strategy:* Brand Management, Marketing Strategies, Campaign Development, Event Coordination, Product Launches, Project Management
- *Digital Tools:* CapCut, Final Cut Pro, E-commerce Platforms (Amazon Storefront), CRM (Donor Connect), Adobe Creative Suite, Canva, Microsoft Office Suite, TikTok, Instagram, LinkedIn, YouTube, Facebook, Pinterest
- *Research & Analytics:* Google Analytics, Tableau, SPSS, STATA

Work Experience

May 2025 - Present

University of Arizona, Graduate Center - Communications Graduate Assistant – Video and Graphic Design

- Develop engaging social media content and copy (Aug 2025) driving 17K+ impressions and 300+ engagements in 6 weeks, exceeding any month from the prior year.
- Support university-wide brand consistency through digital content creation and branded design projects.
- Create data-driven marketing campaigns using performance metrics and consumer research to support cross-functional projects.

January 2025 - August 2025

BootinBikinis - Marketing Intern

- Led TikTok strategy, creating trend-driven content that generated 87K+ views, 6K profile visits, and a 98% increase in shares, contributing to a Sports Illustrated feature.
- Supported brand storytelling, product launches, and digital marketing campaigns through photo, video, and graphic content.
- Facilitated the development and launch of 5 product campaigns, including PacSun and Milan Fashion Week, by leveraging consumer insights, trend research, and cross-functional collaboration to boost engagement.

June 2023 - August 2025

Sunglass Hut - Seasonal Sales Associate

- Delivered luxury retail styling experiences for 25–30 clients per shift, consistently exceeding 100% of sales goals.
- Curated product recommendations to match client needs, fostering loyalty and repeat business.
- Assisted with onboarding new associates to strengthen leadership ability, time management, and premium service standards.

October 2021 - May 2025

Delta Gamma Sorority - Public Relations & Social Media Committee Member

- Created and supported Instagram and TikTok content for 300+ members, driving engagement and brand consistency.
- Planned and promoted Service for Sight fundraising events, applying effective communication to increase awareness.

Education

Expected Graduation May 2026

University of Arizona, Eller College of Management - Master of Science in Marketing

- Marketing Department Excellence Award (2025)

August 2021 - May 2025

University of Arizona, Eller College of Management – Bachelor of Science in Business Administration, Marketing

- Graduated with 3.77 GPA | Magna Cum Laude | Delta Gamma Sorority | Eller Professional Sales Club | Arizona Recognition Tuition Scholarship (2020)