

Caitlin Franz

A language enthusiast with a passion for telling stories, who adapts quickly and is armed with varied media talents.

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EXPERIENCE

WUFT News, Gainesville, Florida *Reporter and Web Editor*

August 2015 - May 2016

- Edit web content and draft social media posts for news stories
- Review website and social media analytics
- Manage first-line editors
- Pitch and write news stories for the web platform

Washington Media Institute, Washington, D.C. *Social Media Intern and Alumni Outreach Coordinator*

June 2015 - March 2016

- Manage the blog and social media presence for the organization via Instagram, Twitter, Facebook and Pinterest.
- Coordinate alumni activities and monitor alumni communication channels

Smokin' Notes Inc., Gainesville, Florida *Editor and Content Developer*

January 2014 - December 2014, August 2015 - April 2016

- Edit and develop written content for study materials that are produced for a variety of college courses and distributed in Orlando, Tallahassee and Gainesville

Acosta Sales & Marketing, Jacksonville, Florida *Corporate Communications Intern*

June 2015 - August 2015

- Copy-edited company publications and drafted press releases
- Completed all communications for an internal charity campaign
- Managed a company-wide networking channel for interns
- Developed and proposed a social media strategy and digital signage policy

Georgetown Media Group, Washington, D.C. *Contributing Writer and Social Media Intern*

January 2015 - May 2015

- Wrote daily and feature stories for the Georgetowner and Downtowner newspapers for online and print mediums.
- Managed the Downtowner's social media accounts and website updates on a daily basis.
- Tracked website traffic and reach of social media posts

SKILLS

Photoshop

Illustrator

Premier

iMovie

Garage Band

Social Media

Wix

Squarespace

Wordpress

AP Style

AFFILIATIONS

Member of the Society of Professional Journalists

Member of the Golden Key International Honor Society

Florida Bright Futures Academic Scholarship recipient

Journalism and Communications Ambassador

EDUCATION

University of Florida

August 2013 - April 2016

B.S.: Journalism

Honors: Cum Laude

Minor: English

