

Caitlyn Kruger

caitlynkruger.com | www.linkedin.com/in/Caitlyn-Kruger
caitlynjanekruger@outlook.com

Digital Content Coordinator

(619) 402-6123

Essential Skills

Social Media Management
Digital Marketing

Leadership
Project Management

Branding
Event Planning

Technical Skills

Canva
Adobe Premiere Pro
Figma

Adobe Illustrator
Google Analytics
Basecamp

Adobe Photoshop
Hootsuite Certificate
Microsoft Teams, Slack

Professional Experience

SciVite | Social Media Team Lead | January – May 2025 | URL

A virtual interactive tour experience for WSU Vancouver's Life Sciences Building, commissioned by the university for the purpose of recruitment and promotions.

- Developed a four-phased content strategy to drive engagement and awareness
- Designed and managed content calendars across five social networks
- Created digital content to adhere to pre-established brand guidelines

Pepsi Social Media Case Study | November 2023 | <https://tinyurl.com/2r2ab7u9>

Conducted a detailed review of Pepsi's social media campaign that celebrated their 125th birthday to measure their success.

- Examined Pepsi's brand messaging by identifying themes such as brand evolution with technological advances and consumer engagement
- Performed a brief comparative analysis of main competitors to assess industry trends that determined the effectiveness of their digital marketing campaign
- Formulated strategic recommendations and delivered findings in a structured format, incorporating data visualization for clarity

Awards & Honors

- Chaired the Chancellor's Student Advisory Board
- Recipient of the Burgess Brothers Memorial Scholarship
- Recipient of the Frank Fraser and Irene Potter Scholarship
- Nominated for Outstanding Student Staff at the VanCoug Leadership Awards

Education

Washington State University Vancouver

B.A. in Digital Technology & Culture

Minors in Communication and Psychology

Social Media Certificate

Expected Graduation May 2025

Washington State University Vancouver Professional and Corporate Education

Certificate in Communication in Project Management

Obtained November 2024