

# CAITLIN OHANLEY

## SOFTWARE

- Indesign
- Illustrator
- Photoshop
- Sketch
- XD
- Wordpress
- Lightroom
- Acrobat
- Microsoft Office
- Google Drive
- Axure

## SKILLS

- Time Management
- Ability to Work Under Pressure
- Communication
- Self Motivation
- Adaptability
- Creative Problem Solving

## EXPERIENCE IN

- Brand Design
- Web Design
- Publication Design
- Logo Design
- Social Media
- Competition Research
- Vendor Relations
- Client Relations

## EDUCATION

### Moravian College

Bachelors of Arts

Major: Graphic and Interactive Design

Expected Graduation: Spring 2019

GPA: 3.78

## ACCOMPLISHMENTS

- Dean's List 2015-2018
- Phi Eta Sigma Honors Society
- Kappa Pi Honors Society

## WORK EXPERIENCE

### Marketing Intern June 2018-August 2018

#### State Street Global Advisors

- Enabled team to execute strategic work by volunteering to take on responsibility for the day to day rebranding effort.
- Conducted and engaged in competitive research of high performing blogs to analyze trends in posts in an effort to build a compelling content library.
- Designed the visuals for the weekly internal news posts.

### President 2018-2019

#### Studio South

- Acted as the President of Moravian's student run design firm.
- Responsible for organizing team meetings, communicating with potential clients, assigning duties and jobs to designers.
- Took on clients and jobs which included designing a logo for a new honors society-Alpha Alpha Alpha, designing and formatting a 300 page Course Catalog, as well as entire publicity campaigns.

### Resident Advisor 2017-2019

#### Moravian College

- Monitored and responded to the needs and concerns of 44 co-ed upperclassmen residents.
- Used critical thinking to determine when a situation needed to be escalated to maintain a safe environment.
- Served as the liaison between residents and the college's administration.

### Marketing Intern June 2017-August 2017

#### State Street Global Advisors

- Intern for Institutional Marketing designing PowerPoints decks for Defined Contribution plans.
- Researched competitors to keep abreast of website trends.
- Maintained and cataloged image library to streamline design teams research effort.

### Vp of Public Relations and Recruitment 2016-2017

#### Alpha Sigma Alpha Sorority

- Planned and designed the recruitment events and parties, designing and ordering the t-shirts, assisting with the design of the website, implementing a new marketing and PR strategy for the sorority.