

# CadeAnderson

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## ⚡ EXPERIENCE

### **Creative Strategist (Freelance)**

New York, NY // May 2019–Current

#### *CardCon Expo | 2020–Current*

- Rebranded company's toolkit on social media and create content for daily posting across four social media platforms and email marketing to 430 current subscribers.
- Research key trends in digital marketing to integrate into company's channels and increased profits by 20% from all previous conferences by targeting a new audience of sponsorship.
- Manage daily engagement across all platforms, including live tweeting during the conference, live Q&A's, and comments or subtweets, increasing overall interactions by 180% from previous year.

#### *KISS Cosmetics + Bella PR | 2021–Current*

- Research, recruit and manage over 70 social media influencers for multiple beauty brand campaigns with 65% response success rate.
- Adhere to client budget and campaign margins, coordinating different rates for influencers with 5k up to 3M followers.
- Planned out 6 months of new influencer campaign strategies across seven beauty brand affiliates of KISS Cosmetics.

#### *Athens Clarke County Government | 2020–2021*

- Designed brand suite, infographics, documents, and social posts, monitoring timely engagement in the community.
- Conducted targeted DEI research, translating into distinct charts, infographics, and comprehensive documents.
- Planned and executed recordings of "ATHistory" podcast hosted by Inclusion Officer.
- Instituted "Story Shop" program featuring stories from residents of Athens-Clarke County: created logo and guidelines on how to collect stories amidst pandemic.

#### *pūrvelo cycle | 2019*

- Created brand suite for national indoor cycling company, collaborating with C-level leaders to promote unified culture.
- Managed detailed social media content calendar, garnering 400% follower growth on Instagram in 2 months.
- Collaborated with local and national businesses, hosting partnerships and pop-up events to increase sales and brand awareness.

### **Digital Intern | The Hub Project**

Washington, DC // February 2021–May 2021

- Monitored daily cultural trends and implements into various brand messaging for progressive policy-based strategic comm. firm.
- Recruited 14 micro influencers and storytellers for four different brands to share campaign messaging on their socials.
- Compiled social media copy weekly for 9 accounts, instituted an evergreen document for future posts.
- Analyzed social performance metrics and communicates results via presentation to digital team and Directors with recommendations for increasing future engagement.

### **Public Relations Intern | The Barjon Group**

Atlanta, GA // Aug. 2018–Dec. 2018

- Drafted 4 media lists of 50 contacts per list, 10 email pitches, 25 creative pitch angles, and approximately 20 press clippings
- Supported celebrity event production of voter registration event and pop up museum, both hosted by rapper T.I.
- Created logos, flyers, and media kits used in pop up event promotions.

## ▶ OBJECTIVE

**Creative Strategist** with **3 years** of experience across a wide net of brands and companies, a **multi-digital designer** with bold intentions, and an **analytical thinker** with an ability to take insights and data and turn them into successful campaigns.

## 📖 EDUCATION

### **Bachelor of Arts Public Relations**

University of Georgia  
*Class of 2021 Cum laude*

Minor in Sociology  
New Media Certification candidate  
Grady College Ambassador  
TEDxUGA Student Curator  
Former Collegiate Swimmer

## 🔗 SKILLS

**Metrics** Google Ads, Google Analytics, HubSpot, Sprout Social, HootSuite, Brandwatch, Crimson Hexagon  
**Adobe software** Illustrator, InDesign, Photoshop, Lightroom, After Effects, basic Premier  
**Web design** basic HTML, WordPress, Mailchimp, Webflow, Squarespace, Wix  
**Influencing** various brands via social media, photo editing, social media copy