

# Caitlin M. Fuller

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## EDUCATION

### NORTH CAROLINA STATE UNIVERSITY

Raleigh, NC, USA

May 2024

- Bachelor of Science, Business Administration: Marketing Concentration
- Minor: Parks, Recreation and Tourism Management
- Cumulative GPA: 3.89/4.0; Dean's List (All Academic Terms)

## WORK EXPERIENCE

### 2026 CFP National Championship Miami Host Committee / Orange Bowl Committee

Miami Lakes, FL

Communications & Marketing Assistantship

July 2025 – Present

- Support development and execution of integrated marketing campaigns promoting South Florida and the 2026 CFP National Championship, collaborating with creative, media, and sponsorship teams for cohesive brand storytelling
- Manage email newsletter strategy, content creation, and distribution, increasing audience engagement through tailored messaging and analytics-driven decisions
- Maintain and update website content in WordPress, optimizing page layouts, copy, and visual elements to ensure clear messaging, strong readability, and consistent brand voice
- Capture and produce photo, video, and social media content at live events—including Big Ten Media Day—to highlight partnerships, fan experiences, and community initiatives

### Washington Nationals

Washington, DC

Marketing Associate

June 2024 – August 2024

- Conducted research to provide insights for continuous improvement, increasing app and website traffic by 25%
- Partnered with external agencies and influencers to launch promotional events that boosted brand awareness, single game ticket sales, and community engagement
- Captured photo and video content used to promote games and philanthropic events

### NC State Athletics, Club Hockey

Raleigh, NC

Social Media Coordinator

August 2023 – May 2024

- Managed marketing strategy across all major social media platforms, increasing fan engagement by 20% in three months
- Developed fan-level knowledge and implemented promotional nights, such as free student entry, to increase campus awareness and boost fan experiences, breaking the club's home attendance record, with a sellout crowd of 1500+ fans
- Built collaborative partnerships with coaches, players, creative team, and other stakeholders to ensure clear communication, achieve project goals, and boost team performance

### NC State Athletics

Raleigh, NC

Marketing and Fan Experience Intern

July 2023 – May 2024

- Collaborated with internal teams to innovatively improve fan experience across all 23 varsity sports
- Interacted with the crowd to select participants for on-court activities and special recognitions to increase fan engagement

### Winston Salem Dash, Minor League Affiliate of the Chicago White Sox

Winston-Salem, NC

Social Media and Marketing Intern

June 2023 – August 2023

- Developed player social media profiles to boost attendance and social media following by 15%
- Incorporated fans into the team's social media presence, increasing their connection with the team, to break the franchise record attendance with 10,200 patrons

### National Cycling Center

Winston-Salem, NC

Marketing and Social Media Intern

March 2022 – September 2022

- Recommended and executed a refocus on marketing strategies to highlight musical performers and athletes to boost fan engagement and event attendance by 10%
- Managed photographer team to curate both athlete-focused & musician focused content to boost fan engagement

## LEADERSHIP EXPERIENCE AND CAMPUS ACTIVITIES

### Poole College of Management

Raleigh, NC

Student Ambassador

February 2022 – May 2024

- Led tours, sat on panels, and participated in university events to promote NC State's Poole College of Management

### Kappa Alpha Theta Fraternity

Raleigh, NC

Member

September 2020 – May 2024

- Raised \$2,000 for CASA through the *King of Hearts Fashion Show* by acting as the Chairperson and Master of Ceremonies for the inaugural show

## SKILLS AND INTERESTS

Content Strategy; Social Media Analytics; Proficient in Microsoft Office, Canva and Adobe Suite; Collegiate & Professional Athletics