

Caitlin M. Fuller

Plantation, FL 33324 | +1 (336) 407-1379

caitfullerr@gmail.com | www.linkedin.com/in/fuller-caitlin | caitfuller.com

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