

**C / G**

# CAITLIN GATH

**MARKETING EXPERT  
INCLUSIVE PARTNER**

## ABOUT ME

I'm a marketing operations expert focused on managing external communications across business lines, but I'm also passionate about team collaboration. Most nights you can find me hanging out with my two rescue pups and on weekends I'm often volunteering at a women's shelter in Englewood.

## LET'S TALK

Address Chicago, Illinois  
Phone +1 630 849 8569  
Email [caitlin.gath@gmail.com](mailto:caitlin.gath@gmail.com)  
Website [www.caitlingath.com](http://www.caitlingath.com)

## EDUCATION

University of Wisconsin - Madison | 2010  
Bachelor of Arts in Journalism + Spanish

## PROFESSIONAL SKILLS

- Expert in Microsoft SharePoint, Constant Contact, WordPress, ProofHQ and email testing, campaign management, process implementation + branding
- Proficient in Eloqua, SilverPop, ExactTarget, Adobe Experience Manager and Google Analytics
- Familiar with HTML, Adobe Photoshop + InDesign, Workfront and Brightcove

## WORK EXPERIENCE

### **BLUE CROSS BLUE SHIELD | SENIOR MARKET ANALYST, CONSUMER MARKETING | 2017-PRESENT**

- Develop email campaigns for 500K+ member population, including strategy, copy editing, testing + deployment
- Track all campaign metrics and leads on a weekly basis
- Establish email process documentation for quality assurance + adherence to Department of Insurance guidelines
- Partner with IT and mobility teams to refine public site content
- Manage onboarding/education digital content for new and renewing members on five state websites in English + Spanish

### **JLL | SENIOR ASSOCIATE, DIGITAL MARKETING | 2015-2017**

- Facilitated rollout of 700+ users to new enterprise email platform with regular interactive trainings
- Led troubleshooting for external digital system issues to ensure best results for the business
- Managed U.S. public website bios for 500+ sales leads
- Served as national communications lead for Latino employee resource group

### **JLL | ASSOCIATE, DIGITAL MARKETING | 2013-2015**

- Managed day-to-day updates for 8 Americas-based websites
- Maintained enterprise email marketing platform for 500+ users
- Supported all digital channels for 4+ countries

### **GREATER SOUTHWEST DEVELOPMENT CORPORATION MARKETING MANAGER, RETAIL DEPARTMENT | 2011-2013**

- Planned monthly workshops for 100+ local business clients
- Researched loan programs for 50+ small business clients
- Assisted Commercial Director with city contracts

## VOLUNTEER + LEADERSHIP EXPERIENCE

- **Communications Director | Chancellor's Scholarship Program**  
Develop email communications for Chicago-based alumni from the University of Wisconsin-Madison
- **Marketing Consultant | GSDC**  
Manage social media and all digital channels for a local community development agency