

# caitlin flores

GRAPHIC DESIGNER

caitlinflores.com

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## Experience

### BLKANDNERDY Philadelphia, PA

**Social Media Manager**, April 2021-September 2021

- - Cultivated weekly posts on social media, designing graphics and increasing audience interaction on Instagram, TikTok, and Twitter.
- - Increased website and social engagement by designing eye-catching marketing material and captivating advertisements.
- - Oversaw the communication to influencers and other social media personalities to promote business and sales.

### DREXEL CO-OP THEATRE COMPANY

**Social Media Assistant**, June 2020-March 2021

- - Developed graphics and social media content for all company accounts, generating ideas to improve marketing for productions.
- - Guided a team of five in creating a more inclusive environment, through online presence and in person.

## Leadership

### FIND, INC. DISTRICT 5

**Co-Chair**, June 2021-June 2022

- - Supervised Executive Board's tasks through leading weekly meetings and task lists to ensure productivity.
- - Collaborated with students from Pennsylvania, South Jersey, and Delaware universities to plan large scale events.

**Public Relations Chair**, June 2020-June 2021

- - Maintained organization's brand identity across multiple social media platforms, surging traffic to the pages.
- - Promoted club events to sub-organizations, ensuring maximum attendance and excitement from members.

**Media Chair**, October 2018-June 2020

- - Designed promotional graphics for regional and national events, increasing member retention and attendance.
- - Organized documentation team for the district, assembling students from 12 schools to photograph, videograph, and produce videos for regional and national events.

### FILIPINO INTERCULTURAL SOCIETY OF DREXEL UNIVERSITY

**Performance Co-Chair**, June 2021-June 2022

- - Coordinated year-end cultural performance featuring 75 club members while overseeing 8 committees and 13 dances.

**External Vice President**, June 2020-June 2021

- - Educated members in subjects regarding Filipino-American history and culture by facilitating group discussions.
- - Collaborated with external organizations to plan mixers, growing member attendance by 75% and raising notoriety.

**Graphics Chair**, June 2019-June 2020

- - Created promotional graphics and marketing material including flyers and social media posts for campus events.
- - Reinvented the club's social media by emphasizing the importance of sharing stimulating promotional graphics.

## Education

### DREXEL UNIVERSITY

Philadelphia, PA

B.S. Graphic Design, 2022

GPA: 3.83

## Skills

Adobe Suite

Microsoft Office

Sketch

Final Cut Pro

iMovie

Photography

Collage

Painting

## Awards & Scholarships

### DREXEL DEAN'S LIST

Fall 2018-June 2022

### A.J. DREXEL SCHOLARSHIP

Fall 2018-June 2022

### DREXEL PERFORMING ARTS SCHOLARSHIP

Fall 2018-June 2021

## Activities

### DIVERSITY&INCLUSION FORCE COMMUNICATIONS ADVISOR

June 2020-June 2021

Assisted in founding Drexel theatre company's first diversity and inclusion group to ensure proper equity practices within the theatre space.

### ANAKBAYAN PHILADELPHIA COMMITTEE MEMBER

June 2020-Present

Advocate for underrepresented communities through protests, wheat pasting, and zines.

### ROCK TO THE FUTURE VOLUNTEER

April-May 2019

Assisted in teaching Philadelphia youth the fundamentals and importance of music education.