

Caitlin Zink

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PROFESSIONAL SUMMARY

Results-driven sales and marketing professional with a strong background in content strategy, lead generation, and customer engagement. With the proven ability to execute cross-channel marketing campaigns, build brand-aligned B2B relationships, craft impactful copy, and foster loyal customer relationships, I ensure a thoughtful execution from start to finish.

CAREER SKILLS AND KNOWLEDGE

Sales & Marketing Skills: Lead Generation, B2B Prospecting, Telephone Outreach, Sales Calls, Marketing Campaign Planning, Email Marketing & Automation (Klaviyo, HubSpot), Customer Relationship Management (Salesforce), Social Media Content Development (Instagram, Pinterest, TikTok), Copywriting, Customer Engagement (Braze), SEO & Keyword Research, PPC (SEM Rush), Graphic Design (Canva), B2C and B2B Strategy, Google Analytics, Project Management, Customer Service, Visual Merchandising, Retail Sales, Event Planning, Website Design and Optimization (Hotjar)

Soft Skills: Verbal and Written Communication, Adaptability, Proactivity, Collaboration, Customer Experience, Time Management, Conflict Resolution, Accountability, Empathy, Creativity

CERTIFICATIONS

- Certified Marketing Associate, *Salesforce* April 2025
- Google Analytics Certified, *Google Digital Academy* December 2024
- Email Marketing Certified, *HubSpot* October 2024

WORK & LEADERSHIP EXPERIENCE

Petit Pli, Marketing and Sales Intern, London, UK June 2024-July 2024

- Prospected and contacted 50+ potential wholesale partners in Los Angeles and New York via telephone, securing interest from 10+ aligned retailers and contributing to a growing pipeline of sales opportunities and brand-aligned partnerships
- Pitched, developed, and executed a 6-week content calendar with email campaigns, blogs, and Instagram posts; drove an average open rate of over 50% for email campaigns
- Supported day-to-day retail operations, assisting with in-store sales, visual merchandising, and customer service experience; coordinated order fulfillment and wholesale shipments, ensuring timely delivery for both e-commerce and B2B clients
- Wrote and published 25+ SEO-driven blogs over an 8-week period promoting the company's products and brand identity; designed visual assets to support brand storytelling and enhance sales

Puppy Picnic Company, Marketing and Event Planning Intern, San Diego, CA January 2024-May 2024

- Conducted outreach to 20+ prospective B2B partners a week via phone and email, identifying aligned brands and nurturing relationships to support monthly event collaborations
- Secured multiple vendor partnerships for 5+ branded events, contributing to experiential marketing efforts and expanding the company's partner network
- Built out and managed Pinterest account; organically grew monthly viewership on the platform by over 700% within 10 weeks through SEO and content development
- Created weekly social media content and marketing strategies for Instagram, TikTok, and Pinterest

Pinterest, Content Creator, San Diego, CA May 2022-January 2024

- Created weekly fashion, beauty, travel and lifestyle content, amassing an audience of 100k monthly views in 4 months
- Monitored and tracked platform trends to deliver on-brand, timely content that supported engagement and discoverability
- Utilized SEO to target posts to intended audience in order to increase post clicks, saves, and shares with the highest performing post receiving over 2,000 saves within the first 2 months of posting
- Amassed over 24,000 saves of posts to date, with my posts continually being saved currently

EDUCATION

San Diego State University San Diego, CA

BA in Communication, Minors in Marketing and Entrepreneurship Aug 2021-May 2025

- **Cumulative GPA:** 3.85
- **Honors:** Summa Cum Laude Designation, Dean's Honors List (Fall 2021-Spring 2025), Global Education Scholarship
- **Involvements:** Lambda Pi Eta Honor Society, Women in Business Club, Mortar Board
- **Employment:** Customer Service Assistant at SDSU Dean's Office, Sales Associate at Republic of Cake Bakery
- **Global Experience:** Study abroad student at John Cabot University in Rome, Italy, during the Fall 2023 semester