

# CAITLYN DANG

## SOCIAL MEDIA & DIGITAL STORYTELLING

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### PROFESSIONAL OVERVIEW

Social Media & Digital Marketing Lead with experience in social media strategy, brand storytelling, digital content creation, video production, & online community engagement—most notably across entertainment & video game industries. My skills include cross-functional collaboration, content performance optimization, original video & graphic content creation, building strong business relationships, & connecting with audiences across various digital platforms.

### CORE COMPETENCIES

- Digital Marketing Strategy
- Audience Development
- SEO & Content Optimization
- Social Media Strategy
- Community Management
- Social Video Production/Editing
- Digital Content Curation
- Social Media Data Analytics
- Cross-Functional Collaboration
- Multimedia Storytelling
- Copywriting & Editing
- Short-Form Video Content

### EDUCATION

#### S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

M.S. in Communications Media Management

SYRACUSE, NEW YORK

December 2025

#### UNIVERSITY OF SAN FRANCISCO

M.A. in Professional Communication – Strategic Communication

SAN FRANCISCO, CA

May 2021

#### DOMINICAN UNIVERSITY OF CALIFORNIA

B.A. in Communications & Media Studies – Organizational Corporate Communication

SAN RAFAEL, CA

May 2018

### PROFESSIONAL EXPERIENCE

#### SONY INTERACTIVE ENTERTAINMENT - PLAYSTATION

REMOTE

##### SOCIAL MEDIA OPTIMIZATION COORDINATOR

DECEMBER 2022 - PRESENT

- Orchestrated growth of @MLBTheShow TikTok page, elevating follower count from 50K to 135K in 1 year.
- Strategically plan, create, & publish curated social content to foster meaningful customer connections, enhance brand visibility, & stimulate community engagement.
- Perform competitor & post-mortem analysis, optimizing digital marketing practices based on findings.
- Support production & communications in collaborative projects featuring high-profile & influencer talent.
- Spearhead experimentation, evolution, & innovation initiatives to maximize the utilization of all social channels.
- Ensure content calendars are accurate, support teams are informed, & all activations are communicated.
- Collaborate with the creative team to ensure that content is both informative & visually appealing.
- Craft captivating posts designed to pique community curiosity & create buzz around new in-game content.
- Author creative copy, adapting voice & tone to suit the specific requirements & audience of each project.

#### DISNEY PARKS, EXPERIENCES, & PRODUCTS

ANAHEIM, CA

##### SOCIAL MEDIA CONTENT COORDINATOR

FEBRUARY 2022 – MARCH 2023

- Produced content for the acclaimed @DisneyParks TikTok; select videos exceeding 2.5 million views.
- Executed marketing initiatives from the Disney voice while targeting brand & business priorities.
- Led 30+ projects from conception to completion, including calendar management, asset routing, delivery & post-production processes.
- Brainstormed & developed effective social strategies, campaigns, & content in line with the Disney voice, targeting brand, product, & business priorities.
- Partnered with Public Relations, Media Relations, & Internal Communications, to achieve business objectives & identify opportunities for cross-functional collaboration & amplification.
- Fostered strong relationships with Disney partners, building trust & coordinating onsite production efforts.

# CAITLYN DANG

COMMUNICATIONS & DIGITAL STORYTELLING

## KITTY CAT DANG LLC

REMOTE

### FREELANCE CONTENT CREATOR & COMMUNICATIONS STRATEGIST

MAY 2017 – MARCH 2022

- Built & managed the "Kitty Cat Dang" personal brand, offering a range of content creation & freelance services.
- Developed & executed effective content creation & social media engagement strategies,
- Organized, pitched, & launched grassroots social media & influencer marketing campaigns.
- Created through the lens of authenticity, design, & storytelling across various platforms.
- Enhanced online brands by managing online brand presence, content creation, & social media engagement.
- Leveraged professional expertise in copywriting & editing, ensuring high-quality content for clients.
- Managed email & social media content scheduling & automation for timely communication with the audience.
- Rendered general virtual assistant skills & services, supporting clients in various administrative tasks & projects.

## OM LIFE LIVING

REMOTE

### COMMUNITY MANAGER & VIRTUAL ASSISTANT

FEBRUARY 2021 – FEBRUARY 2022

- Directed & drove initiatives to actively engage & foster interest within the online community.
- Conducted thorough research for social media & content strategy development.
- Orchestrated email automation & crafted weekly newsletters to maintain consistent communication.
- Designed branded graphics & generated social media content to enhance the brand's online presence.
- Oversaw copy editing & writing for emails, sales materials, & landing pages to ensure clarity/effectiveness.
- Ignited & sustained interest, & engagement within the OLL community of over 100 members.
- Successfully managed Facebook groups & cultivated engagement on Instagram.
- Facilitated Zoom lectures on effective social media strategy, specializing in short-form video content creation.
- Championed mindset coaching calls to motivate & boost the morale of program members & students.

## TECHNICAL SKILLS

### SOCIAL MEDIA

- TikTok
- Instagram
- Facebook
- LinkedIn
- YouTube

### CRM TOOLS

- Slack
- Airtable
- Notion
- Trello
- Miro

### OFFICE TOOLS

- Google Suite (Drive, Docs, Slides, Sheets)
- Microsoft Office Suite (Outlook, Word, Excel, PowerPoint), SharePoint

### CREATOR TOOLS

- Adobe Creative Suite (Premier,
- Photoshop InDesign, Lightroom, After Effects)
- Effect House (TikTok Filter Creation)
- Canva
- CapCut

### MARKETING

- Mailchimp
- Active Campaign

### COMMUNITY

- Kajabi
- Circle

### WEB DESIGN

- Wix
- Squarespace