

Conor Caplice

DIGITAL MARKETING AND CREATIVE PROFESSIONAL



EXPERIENCE

Deloitte, IL — Content Strategist

April 2022 - PRESENT

I'm a champion for my clients' audiences. I leverage a deep understanding of content consumption behaviors and preferences, heuristics research, audience insights, and user experience evaluations while coordinating with writers, designers, developers, and other internal teams to ensure projects exceed client expectations.

Red Caffeine, IL — Senior Content Marketing Manager

November 2020 - April 2022

I strategically develop digital, social, and traditional marketing campaigns for clients in B2B and B2C industries, which have grown companies by over 40%.

Red Caffeine, IL — Content Manager

June 2019 - November 2020

Using brand strategies, market research, interviews, search engine optimizations, Google analytics, keyword research, and more, I crafted engaging narratives and content that grew my clients' YoY audience by as much as 94%.

Remax, IL — Digital Content Coordinator

January 2018 - June 2019

I crafted website content, PPC, print, and email marketing materials, as well as a statewide digital campaign that led to significant YoY company growth..

Kli.ink, IL — Content Creator

March 2016 - September 2017

I assisted in creating a new social media application by composing client journeys, digital content, brand messaging, and user experience refinements.

EDUCATION

University of Rochester, NY — M.A.

Language & Technology - Graduated 2014

Cum Laude graduate with a thesis in applied language and technology.

Benedictine University, IL — B.A.

English Language & Literature - Graduated 2012

Magna Cum Laude graduate in English Language and Literature.

AWARDS

OpenIDEO — Cybersecurity Visuals Challenge

One of 25 finalists, I created a compelling and relatable visual language for cybersecurity and was awarded a UX Design mentorship with Google.

CONTACT

Location: Downers Grove, IL

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Portfolio: ConorCaplice.com

ABOUT

I'm a passionate creator, writer, and technologist with experience crafting content, strategy, code, and designs for a nationwide client roster. I have a penchant for creating thoughtful solutions and engaging user journeys.

SKILLS

- Writing and Editing
- Strategy and Research
- SEO, PPC, and Analytics
- Development and Design
- Branding and User Experience

REFERENCES

John Uhri

Former Co-worker
(920) 540-5490

Kayla Portillo

Former Co-worker
(317) 966-7051

Parker Lee

Former Co-worker
(608) 697-1067

Kashif Movania

Former Co-worker
(773) 354-5893