

Conor Caplice

A passionate writer with a creative mind and a background in technology.

EXPERIENCE

Red Caffeine Growth Consultancy, IL — Content Manager

JUNE 2019 - PRESENT

As the content manager for a growth consultancy, I use brand story frameworks, brainstorming sessions, research interviews, and data analytics to craft effective, lead-generating strategies and engaging content for digital, social, and print marketing campaigns for clients in B2B and B2C industries to grow their businesses in multiple channels.

Remax 1st, IL — Digital Content Coordinator

APRIL 2018 - JUNE 2019

In my position as the content coordinator, I was responsible for all digital products, services, and marketing campaigns. Additionally, my responsibilities include on-boarding new staff, writing and editing content, and servicing any internal technical issues should they occur.

Klink LLC, IL — Web Developer

FEBRUARY 2016 - APRIL 2018

While working for a small tech startup, I aided in the development of unique social media applications for the iOS and Android platforms. I also helped create consumer-facing web properties by composing UX journeys with accompanying copy and design insights.

EDUCATION

University of Rochester, NY — M.A. English

GRADUATED 2015

After being one of only 16 individuals accepted into the University of Rochester's English Master's program, the focus of my research and subsequent thesis was in the field of applied language and technology. Upon graduation, my degree was conferred with a 3.7 GPA.

Benedictine University, IL — B.A. English

GRADUATED 2013

While working full-time to put myself through college, I graduated Magna Cum Laude from Benedictine University with a degree in English Language and Literature. My degree was conferred with a 3.8 GPA.

CONTACT

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SKILLS

Content Creation

- Writing
- Editing
- Email Marketing
- Graphic Design
- UX Journeys
- Proofreading
- Branding
- Video Editing

Digital Production

- PPC Campaigns
- Website Design
- Web Development
- Database Support
- Social Media
- SEO Strategy
- Data Analytics
- CRM Systems

Additional

- HTML
- JavaScript
- PHP
- CSS
- jQuery
- MySQL

AWARDS

Hewlett Foundation and OpenIDEO Cybersecurity Visuals Challenge

SHORTLISTED FINALIST - OCTOBER 2019

The challenge asked content designers around the world how we might reimagine and create a more compelling and relatable visual language for cybersecurity. I was proud to be a part and competed against hundreds of entrants from 14 countries across 6 continents. I was awarded a monetary prize in addition to a mentorship with Burton Rast, Staff UX Designer at Google.