

Conor Caplice

DIGITAL MARKETING AND CREATIVE PROFESSIONAL



EXPERIENCE

Red Caffeine, IL — Senior Content Marketing Manager

2020 - PRESENT

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

2019 - 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

2018 - 2019

I crafted website content, PPC, print, and email marketing materials, as well as a digital statewide campaign that led to a yearly company growth rate of 28%.

Kli.ink, IL — Content Creator

2016 - 2018

I assisted in the creation of 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

Cum Laude graduate and one of only 16 individuals accepted into the English Master's program, my thesis was in the field of applied language and technology.

Benedictine University, IL — B.A.

English Language & Literature

Magna Cum Laude graduate in English Language and Literature.

AWARDS

OpenIDEO — Cybersecurity Visuals Challenge

The Hewlett Foundation and OpenIDEO Cybersecurity Visuals Challenge tasked content designers around the world with creating a more compelling and relatable visual language for cybersecurity. One of 25 finalists selected from a pool of applicants spanning across 6 continents, I was awarded a monetary prize in addition to a mentorship with Burton Rast, Staff UX Designer at Google.

CONTACT

Location: Chicago, IL

Phone: (630) 453-0381

Email: ConorCaplice@gmail.com

Portfolio: www.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 Account Manager

(317) 966-7051

Kashif Movania

Current Co-worker

(773) 354-5893