

CAILYN HOERTZ

SOCIAL STRATEGIST, WRITER, AND CONTENT CREATOR

PROFESSIONAL SKILLS

Microsoft Office certified
Adobe Suite certified
Avid Media Composure
K-Pop and Korean Culture
Social Media/Pop Culture
Project management
Travel Content
After Effects
Premiere Pro
Copywriting
Final Draft

PERSONAL SKILLS

Time management
Team player
Fast learner
Getting to Chick-Fil-A 2 minutes before breakfast ends.
Dedicated (ask the people I waited 36 hours in line with to see Harry Styles)

CONTACT

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cailynhoertz99@gmail.com
www.cailynhoertz.com

SOCIALS

TIKTOK
@CailynHoertz
26K Followers
@okcaicai
4.6K Followers

INSTAGRAM
@CailynHoertz

LINKEDIN
www.linkedin.com/in/cailynhoertz

PROFILE

My goal is to mix copywriting, video, and trending culture to make killer content. I'm motivated by making people smile and think when they see my work. I love to work in group settings and I thrive when challenged with tough to crack briefs and projects. I also thrive when surrounded by dogs.

EXPERIENCE

SOCIAL MEDIA DEPARTMENT COORDINATOR

Try Guys (2nd Try LLC) | May 2023 - Present

- Lead for social publishing and strategy on all platforms.
- Organic content creation for all platforms.
- On set and live event social coverage.
- Create cutdowns to promote YouTube videos across social platforms.

ASSOCIATE SOCIAL STRATEGIST

BuzzFeed | June 2021 - March 2023

- Responsible for all publishing on the Bring Me and Nifty social channels.
- Content creation and curation for TikTok and Instagram.
- Writer and Edit Lead for BuzzFeed Celeb and K-Pop Daebak shoots.
- Red carpet journalist for BuzzFeedNow.
- Video editing and optimization.

COPYWRITING INTERN

Elevation A Creative Company | Feb 2021 - April 2021

- Internal writing for brand.
- Occasional client work.
- Meet weekly deadlines. 10-15 hours a week.

SOCIAL MEDIA MANAGER

SCAD Ad Club | July 2020 - May 2021

- Maintaining consistent Twitter and Instagram voice.
- Weekly posts to feed and stories.
- Scheduling weekly industry professional guests.
- Helping organize weekly meetings and events through the year.

PRODUCTION INTERN

Jungle Cinematics | Jan 2016 - Feb 2017

- Worked on daily editing.
- Assisted on set for commercial filming.
- Assisted in all aspects of production.

EDUCATION

BACHELOR OF ARTS, MAJOR IN ADVERTISING & BRANDING, MINOR IN FILM & TV PRODUCTION

Savannah College of Art and Design | Savannah, GA & Hong Kong | 2017-2021

AWARDS

SILVER AWARD

Girl Scouts of the USA | 2007 - Present

DEANS LIST

SCAD | Winter 2018 - Spring 2021