

Caitlin P. Farmer

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COMMUNICATIONS AND MARKETING SPECIALIST

- ❖ Exceptional storytelling skills to convey clear messages and engage diverse audiences.
- ❖ Communicative and proactive, with experience providing quality service in high-volume and fast-paced settings.
- ❖ Valuable technological skills, especially in launching new platforms and engaging audiences in new mediums.
- ❖ Proven leadership skills to train, delegate, meet deadlines and collaborate with employees.

COMMUNICATIONS EXPERIENCE

THE OCONEE ENTERPRISE <i>Community Engagement Director</i>	Watkinsville, GA January 2025 – Present
<ul style="list-style-type: none">● Produce and design social media content. Increased followers by more than 20% in six months.● Host and Producer of the weekly ‘Oconee’s Own’ podcast. Responsible for all sponsored sales, scheduling, publishing and promotion. Increased podcast listeners by 50% in six months.● Plan, host and present at community listening sessions and other community events.● Produce a weekly newsletter. Responsible for ad design, sales and social media promotions.	
CAIN INJURY LAW <i>Paralegal</i>	Lawrenceville, GA June 2024 – December 2024
<ul style="list-style-type: none">● Managed all client intakes, client meetings, case investigations, and held insurance and medical provider meetings.● Drafted and submitted open records, medical records and billing statement requests.● Worked on subrogation and disbursement of settlement funds to clients.	
THE OCONEE ENTERPRISE <i>News Reporter</i>	Watkinsville, GA January 2023 – May 2024
<ul style="list-style-type: none">● Responsible for covering local, regional and national stories ranging from government to crime and special interest stories.● Achieved goal of producing seven articles per week for the paper.● Developed relationships with politicians, business leaders and law enforcement officials for use as sources.	
THE RED & BLACK PUBLISHING COMPANY <i>News Editor, Campus News Editor, News Desk Assistant and Contributor</i>	Athens, GA May 2021 – December 2022
<ul style="list-style-type: none">● Managed the staff of reporters responsible for writing campus and area news.● Responsible for delegating stories to reporters, meeting publication deadlines and communicating with leadership.● Edit and fact-check stories, publish daily stories through Blox, produce weekly newspapers and manage content production.● Pitched and wrote multiple stories per week on deadline, covered events and was interviewed on The Red & Black’s podcast.	
THE OGLETHORPE ECHO <i>Crime and Public Safety Reporter</i>	Oglethorpe County, GA April 2022 – August 2022
<ul style="list-style-type: none">● First group of staff reporters who helped save the paper, founded in 1874, and was acquired by the University of Georgia at the start of 2022.● Built trust and long-standing relationships with county position holders to facilitate interviews and report on topics affecting the community.● Wrote weekly stories on deadline covering topics of crime, courts and fire.	
SEACREST STUDIOS AT CHILDREN’S HEALTHCARE OF ATLANTA <i>Radio Host Intern</i>	Atlanta, GA September 2021 – May 2022
<ul style="list-style-type: none">● Responsible for creating, producing and broadcasting games and segments into every hospital room while controlling the soundboard and other technology.● Interacted with doctors, hospital staff and patients, assisted with Seacrest Studios events, celebrity guest visits and hospital events.	

EDUCATION

UNIVERSITY OF GEORGIA

Bachelor of Arts (B.A.) in Journalism

Dual Minor: Human Services & Criminal Justice

Athens, GA

December 2022

ACCOMPLISHMENTS

FINALST, *Gwinnett Young Professionals 35 Under 35, 2024* • **VOLUNTEER**, Dog walking, *Oconee County Animal Shelter, 2024 - Present* • **WINNER**, *Georgia Press Association Better Newspaper Contest*, [second place breaking news writing and third place business writing](#), 2024 • **NOTARY PUBLIC**, Commissioned until August 2028 • **WINNER**, *Associated Collegiate Press Clips & Clicks Awards*, [third-place feature story](#), 2021 • **DEAN'S LIST**, *Grady College of Journalism and Mass Communication, 2021* • **WINNER**, *The Red & Black Newsroom Rookie of the Year, 2021-2022* • **GRADUATE**, *Glance Gwinnett, Fall 2024* • **CERTIFICATE**, *MediaWise Voter Project Fact-Checking Certificate, Poynter Institute, 2021* • **WORKSHOP**, *Business Practices Photojournalism Workshop led by Atlanta Braves photographer [Kevin D. Liles](#), 2021*

TECHNICAL SKILLS

Outlook and Google • Adobe Creative Cloud, Audacity, Canva • APStyle • Photojournalism • Odyssey eFileGA, PeachCourt, Cloudlex, Clio