

# CAELAN HUNTRESS

Marketing Strategist &  
Virtual Keynote Speaker

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## Personal Statement

I am an expert in communication and innovation. With 12 years of experience in digital marketing, business development, and cutting-edge technology, I create content that converts attention into revenue. I can work independently with minimal direction on complex initiatives that need a leader.

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## Strengths

### FULL STACK MARKETER

Thrives at the intersection of artist and geek, mixing multimedia and storytelling for measurable results.

### RESULTS MINDSET

Self-motivated positive thinker focusing on strategic objectives, measuring KPIs and against daily tasks.

### ENTREPRENEURIAL

Successful business owner with experience coaching and training other independent entrepreneurs.

### EXPERT COMMUNICATOR

Powerful presentation skills combined with deep copywriting expertise. Author of the book *Marketing Yourself*.

### KEY ACCOUNT MANAGEMENT

Skilled at creating quick rapport with key decision makers to develop a strong network of influence.

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## Professional Skills

### COMMUNICATION

- Public Speaking
- Copywriting
- ChatGPT
- Long-form articles
- Social media
- Community management

### LEADERSHIP

- Team building
- Project Planning
- Accountability
- Mentoring
- Training
- Curriculum development

### DIGITAL DESIGN

- Website design
- Adobe Creative Suite
- Conversion Analysis
- A/B Testing
- User Experience
- Video pre- and post-production

### PROGRAMMING

- HTML, CSS, & PHP
- cPanel & WHM
- SEO & SEM
- Google Analytics
- Email automation
- Amazon S3
- eCommerce

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## Education

Portland State University, Bachelor of Science, 2006 | Major: Liberal Studies | Minor: Classical Philosophy  
Dell'Arte International School of Physical Theatre, 2001 | Major: Circus Acrobatics | Minor: Fire Juggling

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## Certifications and Licenses

Hubspot: Inbound Marketer | Digital Marketer: Copywriter | Google: Analytics, Adwords, Mobile Sites  
eSpeakers: Certified Virtual Host | Deep Questions Collective: Certified Virtual Facilitator  
State of Oregon: Life and Health insurance, Property & Casualty insurance, Series 6 & 63 Securities licenses

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## References

Jonathan Logan, High Performance Business Coach - [jonathan.w.logan@gmail.com](mailto:jonathan.w.logan@gmail.com) - 503 936 9989  
Joshua Waldman, Managing Partner, Inturact - [joshua@inturact.com](mailto:joshua@inturact.com) - 503 985 6741

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## Work Experience

### **MARKETING CONSULTANT - STELLAR PLATFORMS - 2019 - 2023**

*Freelance digital marketing agency helping experts and entrepreneurs set up smart marketing systems.*

Account management, website design, marketing automation, content production, and business coaching.

- Created and delivered client solution proposals, selling service packages by project and retainer
- Five years of new business development and ongoing account management
- Hired and managed teams of contractors, project management to meet tight deadlines

*Portfolio: [StellarPlatforms.com/Case-Studies](https://StellarPlatforms.com/Case-Studies)*

### **APAC BID MANAGER - KINEO - 2017 - 2018**

*Global workforce development company selling enterprise elearning technologies and bespoke course development.*

Oversaw the pre-sales management process across bids, pitches, and account management to meet sales targets. Facilitated the planning and development of pre-sales collateral, proposals, and presentations to maximise chances of winning work. Organised and maintained team document repositories. Provided systems and sales training to sales staff of 15 reps across APAC. Monitored \$6 million pipeline and identify trends to provide strategic recommendations to global departments with competing priorities.

- Trained sales reps on business development, networking, closing conversations, and consultative selling.
- Circulated monthly bid reports to measure regional performance against target win rates and cost of sale
- Managed the conversion of multiple proposal document templates for new lines of business

### **DIGITAL MARKETING MANAGER - THE AWARE SHOW - 2014 - 2017**

*Interview program selling online courses, books, and information products through live tele-summits.*

Managed overlapping product launch cycles, lead distributed team of professionals, and direct marketing campaigns. Built relationships with vendors, customers, and partners to build brand and credibility.

- Oversee design and implementation of new eCommerce shopping cart with 1000 digital products
- Designed secure online members library and mined customer behaviour data through A/B testing
- Manage distributed team of 8 digital creatives to launch multiple 6-figure sales funnels

### **PRODUCT MANAGER - OUTSTAND - 2011 - 2014**

*Early-stage startup, CRM and email marketing platform designed for salespeople.*

Led brand positioning and strategy. Managed internal & external communication, outbound marketing, and content production to increase product usage. Developed and implemented go-to-market strategies.

- Managed marketing automation team and analysed business metrics and KPIs to identify growth opportunities
- Provided alignment with cross-functional teams using agile project management to make projects visible

### **SALES REPRESENTATIVE - LIBERTY MUTUAL INSURANCE - 2007 - 2011**

*Fortune 100 company, global leader in property and casualty insurance.*

Sold auto, home, and life insurance to personal market. Generated leads at relevant industry events.

- Created & delivered keynote presentations for C-level executives communicating our benefit programs
- Earned Liberty Leaders Top Producer Award for consistent lead generation and exceeding sales quota

*[CaelanHuntress.com](https://CaelanHuntress.com)*