

kaitlin obermeyer

Adobe Photoshop	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe Acrobat	●●●●●●●●●●
Final Cut Pro	●●●●●●●●●●
Studio Lighting	●●●●●●●●●●
Microsoft Office	●●●●●●●●●●

Exhibitions and Certificates

- Context 2016 | Chicago, Illinois
- Light Leaked | 2016
- Kiosk 53 and 54 | 2015, 2016
- 16x16x16 | 2013, 2016
- Corridor Gallery | 2015
- Art and Design Gallery | 2015
- Service Learning Certificate
- Arts Engagement Certificate
- Career Advancement Program Certificate

Education

- University of Kansas 2012-2016
- BFA Photography
- BSJ Strategic Communication
- Study Abroad summer 2014
- Architecture Design and Planning
- Comparing Cultures in Paris and London

Contact

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Experience

VHT Studios | Digital Marketing & Social Media Specialist January 2017- Present, Chicago, IL

- Manage the brand advocacy program which opens communication between clients and corporate and provides opportunities to give feedback, communicate with other professionals and earn rewards.
- Created a 51 percent increase in advocacy program members and 82 percent increase in engagement from 2016 to 2017.
- Content strategist and creator for all social media platforms including but not limited to the VHT Studios Blog, Facebook, Twitter, LinkedIn, Pinterest and Instagram.
- Generate and manage all social media advertising campaigns.

Chicago Loop Alliance | Marketing and Photography Intern September 2016- December 2016, Chicago, IL

- Scheduled and managed social media posts on Facebook, Twitter and Instagram using Sprout Social.
- Created a 572.85 percent engagement increase on Instagram and a 105 percent increase in engagement on Twitter.
- Developed photographic corporate brand standards and created photographs for a number of different programs.
- Managed photographers at events and curated work for marketing on social media platforms.

University Career Center | Marketing & Photography Intern August 2015- May 2016, Lawrence, KS

- Humans of KU project lead: connecting students together with photography on Instagram by emulating *Humans of New York*.
- Generated a 25.71 percent increase in followers on @humans_of_ku from August 2015 to December 2015.

