

# CAITLIN ANDREW

## CREATIVE PROJECT MANAGER

540.557.7605



Caitb23@gmail.com



Nashville, TN



### SKILLS

Attention to Detail

Event Planning + Execution

Project Management

Timeline + Workflow Management

Logistics Coordination

Client Communication

Visual Storytelling

Proposal Development

Data-Driven Decision Making

### EDUCATION

#### BACHELOR OF SCIENCE

College of Architecture + Design

Virginia Tech

2009-2013

### PROFESSIONAL PROFILE

I am a versatile professional with experience in project management, sales, interior design, and creative concept development. I blend analytical thinking with a strong creative approach, enabling me to design strategic solutions and execute them with precision. Known for my attention to detail, collaboration, and ability to manage complex, multi-layered projects, I consistently deliver high-quality outcomes that support both client goals and business objectives.

### EXPERIENCE

#### CREATIVE COORDINATOR

EES Agency | August 2024-Present

- Developed 8-10 custom proposals per month for events ranging from 60-3,500 attendees, tailored to the client's brand, goals, and experience objectives.
- Built and managed complete event budgets, ensuring cost efficiency while maintaining creative quality.
- Negotiated and secured vendors to support high quality event execution.
- Led client presentations and guided creative direction, helping move opportunities through the sales pipeline; achieved a 67% close rate (team goal: 50%).
- Stepped in following previous year's client loss to lead onsite planning and logistics, successfully recovering/retaining the client and earning a raving review.
- Selected by the CEO to develop dedicated proposals for key clients, leveraging event performance data and statistics as a strategic sales tool.

#### SPECIAL PROJECTS MANAGER

STAHL'S DFC Division | October 2021-July 2024

- Lead end-to-end planning, coordination, and execution of large-scale sports events, including major properties such as Super Bowl, NFL Combine, NFL Draft, and CrossFit Games.
- Collaborated with internal teams, vendors, venue staff, and high-profile stakeholders to align objectives and deliver seamless, on-brand event experiences.
- Oversaw on-site operations and real-time troubleshooting, proactively resolving issues to ensure safety, operational efficiency, and exceptional attendee experience.
- Directed high-volume apparel workflows, managing production, processing, and logistics for 40,000+ customized athlete and retail pieces per event, while maintaining accuracy, quality, and timely distribution to on-site teams.

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## TECHNICAL SKILLS

Microsoft Office Suite

Canva

Click Up

Basecamp

Google Workspace

Milanote

## AWARDS

Publication in HGTV  
June 2019 Issue

Publication in Charlotte  
Home & Garden,  
Summer 2016 Issue

IIDA Sustainable Design  
Competition Finalist

President  
Dance Company of  
Virginia Tech  
2012-2013

## EXPERIENCE continued

### PROJECT COORDINATOR

STAHLs Happy Crafters Division | March 2017-2021

- Planned and executed 5-10 trade shows annually, overseeing logistics, vendor coordination, and on-site operations.
- Managed all company social media channels, growing the audience to 171k Facebook likes and 25k Instagram followers.
- Built relationships with influencers and affiliates, securing placements including a feature in HGTV Magazine June 2019 Issue.
- Implemented a new header on website that drove \$50,000 in revenue within 6 months through improved visibility and user engagement.

### DANCE TEAM COACH

West Virginia University | May 2019-2023

- Managed and mentored a team of 25+ performers, fostering collaborative, motivating, and high-performance environment.
- Provided technical coaching and developed choreography to support continuous skill improvement and team cohesion.
- Led the team to consistent competitive success, achieving top-five placements at NDA for three consecutive years.
- Oversaw team communications, including social media, public relations, event coordination, community outreach, and philanthropic initiatives.
- Supported the management of sponsorship contracts, ensuring alignment with brand standards and partnership expectations.

### HOME STAGING + DESIGN

Reinvented Charlotte | March 2015-December 2016

- Ranked Top 3 in monthly sales and achieved the highest single sale transaction in company history, demonstrating strong client rapport and design driven sales ability.
- Led home staging and interior design projects from concept through installation, delivering elevated, market ready spaces and custom furniture solutions.
- Managed custom upholstery orders and provided in-home design consultations supported by detailed project quotes and tailored recommendations.
- Built strong vendor relationships and oversaw day to day operations to ensure seamless project execution and high quality sourcing.