

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
Creative Direction
Product Styling
Visual Storytelling
Proposal Development
Trend Awareness + Market
Positioning

EDUCATION

BACHELOR OF SCIENCE
College of Architecture + Design
Virginia Tech
2009-2013

PROFESSIONAL PROFILE

With a background in apparel, merchandising, and project management, I specialize in developing branded product programs that support marketing and engagement strategies. I combine strong relationship building skills with expertise in product development and global logistics to manage client needs, lead cross functional execution, and deliver high quality, brand-aligned solutions. Experienced in large-scale merchandise initiatives and event driven activations, I thrive in fast paced environments where collaboration, adaptability, and attention to detail drive results.

EXPERIENCE

CREATIVE ACCOUNT MANAGER

EES Agency| August 2024-December 2025

- Managed 8–10 concurrent client projects per month, developing full-scale, multi-day corporate event and meeting proposals (50–3,000 attendees), including venue sourcing, vendor management, and program strategy.
- Advised clients on branded merchandise solutions, curating elevated product assortments that enhanced brand presence and engagement across events and programs.
- Oversaw project budgets and vendor partnerships, negotiating pricing and timelines to drive cost efficiency and on-time delivery.
- Led client presentations and creative direction, advancing opportunities through the sales pipeline and achieving a 72% close rate (exceeding team goal of 50%).
- Took over a high risk client account at risk of churn, rebuilt trust through strong execution and communication, and secured the relationship, resulting in a standout client review.
- Selected by leadership to develop and prepare key presentations for executive-level client engagements, leveraging performance insights to inform strategy and execution.

SPECIAL PROJECTS MANAGER

STAHL'S DFC Division| October 2021-July 2024

- Led end to end execution of large scale sports activations, delivering branded apparel programs for the Super Bowl, NFL Combine, NFL Draft, and CrossFit Games.
- Delivered a Fanatics/Mitchell & Ness activation that became a repeatable program, leading to ongoing execution for Michael Rubin exclusive events.
- Partnered cross-functionally across product development, production, and global logistics.
- Managed production and distribution of 40,000+ customized units per event, consistently on time and below contracted damage allowances.
- Oversaw onsite apparel operations and timelines, ensuring seamless execution and real time problem solving.
- Delivered CrossFit Games apparel program in under two weeks despite client-side factory delays, achieving the fastest turnaround in program history while maintaining quality, full kitting, and minimal overtime.
- Led DFC division rebrand, selecting apparel, guiding decoration methods, and directing photoshoots including model casting, styling, and creative direction.

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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

STAHL'S Crafters Division | March 2017- September 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.
- Started in customer service and earned two promotions within one year based on strong performance and ability to take on expanded responsibilities.

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.

INTERIOR STYLING + DESIGN LEAD

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.
- Built and maintained a loyal client base through personalized design consultations, resulting in repeat business and high-value transactions.
- 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.