



Caitlyn Mims

PR / Social Media Marketing / Writing / Event coordinating / Promotions

Creative, motivated, and reliable professional with a record of accomplishments in achieving personal and professional goals.

- Proficient in delivering highly qualified talent to select roles to fulfill casting needs in the sports and entertainment industry.
- An individual who embraces diversity by possessing cultural competencies needed when working with people from diverse backgrounds.
- Knowledge in brand marketing, strategy development, brand partnerships, digital media campaigns, accounting, processing invoices, researching/scouting new talents, press activations, production department, managing calendars, and transportation.

PROFESSIONAL EXPERIENCE

VCLA Agency

03/2020 – Present

PA/ Digital Marketing / Event and Public Relations Freelancer

Influence clients across various markets, including ITH Hostels, Labelle Foundation, Big O' Dodge, GreenApple Entertainment, Instinctive Insights, and Studio South.

- Utilize advanced analytical skills to review scripts and suggest pertinent modifications, collaborate with colleagues to develop strategies for pitching and grant-finding, and research literary agents to inform development initiatives.
- Craft inventive ideas for social media to expand market reach and optimize market penetration.
- Source, scout and cast talent for script table reads, ensuring studio expectations are exceeded.
- Coordinate and attend international/domestic events to represent the brand.
- Draft press releases for content launches as well as corporate milestones.
- Coordinate public relation opportunities for all sectors of business.

541 Productions, Remote

02/2021 – Present

CASTING COORDINATOR / SOCIAL MEDIA (Part-Time)

- Recruit and reserve audition space, schedule talent, and lead day-of activities.
- Provide scripts, create breakdowns, curate shortlists, manage paperwork and agreements, and communicate with actors.
- Stay abreast of industry trends and target audience objectives to inform the casting decision-making process, and audition and interview performers to match attributes to specific roles or bolster the talent pool.

HIS Radio, Greenville, SC

10/2021 – 09/2022

SOCIAL MEDIA / PROMOTIONS COORDINATOR

- Skillfully manage sophisticated escalation processes and promotions, including high-level influencers, website optimization, on-air hosts, and app push.
- Recruit and book events for team leads across 3 states, managing concerts, interviews, and other duties as necessary.
- Produce engaging digital content and optimize marketing channels on various digital media, as well as SEO maintenance to sustain a high-ranking on-search engines.

INTERNSHIPS

AGL Digital Corp, Los Angeles, CA

01/2021 – 06/2021

RADIO PRODUCER / HOST (Afterglow on iHeartRadio: Live)

Welfare Baptist Church, Anderson, SC

01/2020 – 06/2020

SOCIAL MEDIA MANAGER INTERN

TECHNICAL SKILLS: Davinci • Adobe Lightroom & Photoshop

Microsoft Software • Google Office • Social Media Channels/Platforms

BASED: LOS ANGELES, CA
CONTACT

WEBSITE:

WIX [Home | Caitlyn Mims](#)

(864) 684-1411

caitlynmims@gmail.com

[Caitlyn Mims](#)

[Caitlyn Mims - IMDB](#)

CORE COMPETENCIES

- Talent Management
- Public Relations (PR)
- Calendar Management
- Relationship Management
- Record Management
- Business Documentation
- Client Partnerships
- Time Management Skills
- Budget & Finance

EDUCATION

Bachelor of Arts

Christian Studies

Anderson University,
Anderson, SC

Graduated: December 2020

**Fashion Industry Essentials
(Online)**

Parsons & Teen Vogue,
New York, NY

On-Camera Acting Intensive

American Academy of
Dramatic Arts, Los Angeles, CA