

Cailin McCool

DIGITAL MARKETING SPECIALIST

Digital Marketing Specialist passionate about music, entertainment, hospitality, and beauty/wellness, experienced in social media strategy and data-driven campaigns.

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 Tempe, AZ (June, 2026)

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 <https://www.cailinmccool.com/>

EDUCATION

James Madison University

BBA: Marketing

Expected Graduation: May 15, 2026

Piedmont Virginia Community College

AS: Business Administration

January 2022 - August 2024

Magna Cum Laude

CERTIFICATIONS

- GA4
- Google SEO
- Hubspot SEO
- Hubspot Digital Marketing
- HootSuite Social Media Marketing
- Canva Design School

SKILLS

- Microsoft Office
- Data Tracking (GA4)
- Canva Design
- Meta Business Suite
- Campaign Development
- Organization/Attention to Detail
- Creativity

WORK EXPERIENCE

Marketing, Fundraising, Event Planning Intern

HCHC - Harrisonburg, VA

November 2025 - Present

- Plan, create, and **publish content** across 3+ social media platforms, **increasing engagement by 20%**
- Designed and produced event materials**, contributing to 30% increase in event attendance and donor engagement

Virtual Assistant

Cailin McCool LLC - Lovingson, VA

January 2022 - August 2024

- Founded and operated a virtual assistant and **social media management** LLC, developing brand identity, **website**, and **multi-platform social media presence**
- Managed up to 3 businesses simultaneously, providing end-to-end client services including **content strategy**, **graphic design**, **lead generation**, and **communications**

COURSE WORK | PROJECTS

Social Media Marketing

- Developed **campaign strategies**, **designed content**, and **analyzed reports** to optimize **audience engagement**

Strategic Internet Marketing

- Designed and launched a **personal branding website** highlighting experience, resume, and multimedia content

LEADERSHIP & INVOLVEMENT

Social Chair - The JMU BluesTones

- Conducted outreach** to collegiate a cappella groups at James Madison University and peer institutions to **coordinate 10+ mixers**, **collaborative performances**, and **networking events**

Study Abroad - Marketing: Greece & Turkey

- Completed an immersive international marketing study abroad program in Greece and Turkey, **analyzing global business strategies** and **cross-cultural consumer behavior**