

CALEB CUSTER

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Employment

2011-2012

aka NYC, Digital Manager

- Designed integrated digital marketing strategies for Broadway shows
- Managed the creation, scheduling, testing, and deployment of campaigns and served as the liaison between technical teams and clients
- Provided vision and leadership for the digital team, including directing the pitch process and developing and implementing best practices
- Interpreted analytics from cross-functional departments to maximize campaign ROI

2010-2011

Design Brooklyn, Strategist

- Designed information architecture, wireframes and UI documents for website builds
- Developed and oversaw digital marketing campaigns for dance companies
- Provided project management for web development and digital marketing campaigns

2007-2010

Cedar Lake Contemporary Ballet, Director of Marketing

- Developed and executed strategic marketing campaigns
- Designed branding and identity for the company including print collateral, websites and email designs
- Created audience development initiatives and produced interactive web video series for 63,000 viewers yearly

Digital skills

Software

Photoshop CS6
InDesign CS6
Illustrator CS6
After Effects CS6
Final Cut Studio 3
OmniGraffle
Coda 2
Hype
Xcode
Mac OS 10.8

Languages

CSS3
XHTML 1.1
HTML5
Basic Javascript
Basic php

Platforms

jQuery
MooTools
Bootstrap
WordPress
Modx

Education

MFA, Theatre Management

Florida State University, 2007
Summa Cum Laude

BBA, Business Administration

Campbell University, 2005
Magna Cum Laude