

# CALEB CUSTER

## STRATEGY & ANALYTICS

### EXPERTISE

#### SOFTWARE

Google Data Studio  
Google Tag Manager  
Google Analytics  
Adobe Creative Suite  
OmniGraffle  
Coda 2

#### PLATFORMS

Javascript  
HTML5  
SCSS/CSS3  
Basic php

### EDUCATION

#### FACULTY INSTRUCTOR

The New School - 2017-2018  
Programatic, Native and Mobile Marketing

#### MASTER OF FINE ARTS

Florida State University - May 2007  
Emphasis: Marketing

#### BACHELOR OF BUSINESS ADMINISTRATION

Campbell University - May 2005  
Major: Business

### CONTACT

Caleb Custer  
70-25 Yellowstone Blvd. #12k  
Forest Hills, NY 11375

Email: [caleb@calebcuster.com](mailto:caleb@calebcuster.com)  
Phone: + (919) 414-4958

Website: [calebcuster.com](http://calebcuster.com)  
Social: @calebcuster

### EXPERIENCE

#### WIT MEDIA | FROM JAN 2013 - PRESENT

##### USER EXPERIENCE DIRECTOR + TECHNOLOGY LEAD

- Provide technical leadership for campaign design and execution
- Serve as client-facing technical resource for campaigns and pitches
- Analyze campaign performance data and design optimization tests
- Oversee cross-functional teams building apps, ads and websites
- Audit new and potential clients for campaign opportunities

#### CREATIVEXS + SERINO/COYNE | FROM JUN 2012 - JAN 2013

##### DIGITAL LEAD

- Lead all digital advertising for a small creative agency
- Designed digital portions of multi-channel campaigns
- Managed designers and developers building ads, websites and email campaigns

#### AKA NYC | FROM JUN 2011 - JUN 2012

##### DIGITAL MANAGER

- Designed integrated digital campaigns for Broadway and entertainment clients
- 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

#### DESIGN BROOKLYN | FROM JUL 2010 - JUN 2011

##### STRATEGIST

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

#### CEDAR LAKE CONTEMPORARY BALLET | FROM JUL 2007 - JUL 2010

##### DIRECTOR OF MARKETING

- Developed and executed brand-building and event-focused marketing campaigns
- Designed branding and identity for the company including print collateral, websites and emails
- Launched an interactive web video series for 163,000 viewers yearly