

CAITLIN JACKSON

Director, Partnership Marketing

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ABOUT ME

Results-driven partnership marketing specialist with expertise in complete creative process from concept to execution. A keen eye for identifying opportunities and innovative sponsorship programs that enhance brand visibility and drive engagement. I thrive in dynamic environments where creativity and strategic thinking intersect.

EDUCATION

Northwestern University
B.A. Communications 2005-09
Minor: Fine Arts

NOTEWORTHY

Northwestern Lacrosse
4-Time National Champion

EXPERIENCE

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- 2023-Present** **Director of Partnership Marketing**
Athletes Unlimited
- Oversee the development of packaging and go-to-market materials, contributing to \$7M in partnership investments. Implemented innovative new strategies and league-wide platforms that generated a 583% YoY increase in new business investments.
- 2023-2021** **Senior Manager of Partnership Marketing**
Athletes Unlimited
- Developed partnership strategies, platforms, and go-to-market materials, driving a 138% YoY increase in partnership revenue growth including the league's first-ever seven-figure partnership.
- 2020-2021** **Operations Manager**
Athletes Unlimited
- Supported the launch of Athletes Unlimited Lacrosse. Aided in cross-sport operational needs. Help develop quality sales and marketing materials for partnerships, communications, and e-commerce needs.
- 2017-2020** **Chief Operating Officer / Branding Strategist**
Women's Professional Lacrosse League
- Contributed to the Women's Professional League brand launch within 6 months by developing branding strategies and creating digital and print materials, business assets, web content, pitch decks, and social media graphics. Secured over \$1M in funding and revenue.
- 2010-Present** **Owner / Chief Executive Officer**
Gold Coast Lacrosse Club & Gameday Lacrosse
- Oversee all areas of business operations, administration, and creative. Developed a new strategic marketing campaign and rebrand that generated a 400% increase in membership over the last five years.

SKILLS

AI • Salesforce • Digideck • Google Suite • Microsoft Suite • Photoshop
Illustrator • InDesign Powerpoint • Keynote • Canva • Brand Strategy