

KAIT CALABRÒ

215-290-4200

KAITCALABRO@GMAIL.COM

WWW.KAITCALABRO.COM

EDUCATION

Temple University

B.A. Film and Media Arts

PROFICIENCIES

- Excellent written and verbal communication skills
- Excellent coordination and organizational skills
- Social Media Management
- Email Marketing
- Digital Content Creation
- Salesforce & Patron Manager
- Microsoft Office
- Adobe Creative Suite
- Copywriting, Copyediting, & proofreading
- Brand Management
- Nonprofit Arts Marketing
- Event Coordination
- Google | Suite, Ads, Analytics
- Website Management | Wordpress, Basic HTML, SEO

AFFILIATIONS

Temple University Theater, Film,
& Media Arts Alumni Board

Member since August 2018

Treasurer 2019 - Present

EXPERIENCE

PHILADELPHIA FILM SOCIETY

DIRECTOR OF COMMUNICATIONS & DIGITAL MEDIA | JULY 2021 - PRESENT

- Continue primary Communications Manager duties.
- Develop and implement the the communications and digital marketing strategy, budget, and plan for the Film Society and Film Festival.
- Create public relations strategy to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding PFS programs, events, public announcements, and other projects.
- Lead the generation of online content that engages audience segments and leads to measurable action.

COMMUNICATIONS MANAGER | JULY 2019 - JUNE 2021

- Continued primary Marketing Manager duties.
- Oversaw all digital communication efforts including oversight of all social media accounts, email marketing, websites, and blog.
- Coordinated with Programming team to ensure consistency in tone and frequency but not overload in number of posts on social media and blog.
- Served as primary writer for all public external communications including press releases, website copy, e-newsletters, and social media campaigns.
- Tracked the effectiveness of all online marketing campaigns including social media and e-newsletters.
- Oversaw the usage of consistent brand identity for PFS.

MARKETING MANAGER | JANUARY 2017 - JULY 2019

- Acted as department head.
- Assisted in the creation and implementation of a dedicated communication and promotional plan and budget for Film Festival and year-round.
- Oversaw updates and brand consistency across all PFS venues.
- Created and maintain partnerships and cross-promotional opportunities with other organizations.
- Oversaw the design and creation of marketing materials for the Film Festival and year-round.
- Managed and collaborate with outside marketing and public relations agencies.
- Managed graphic design staff and enforce consistent brand recognition throughout organization.
- Managed and oversee all outreach for PFS on Us, PFS's free ticketing program.
- Implemented the College Ambassador, Friends of the Festival, and Reels & Deals programs to promote youth and community participation in Film Festival.

MARKETING ASSOCIATE | JULY 2016 - DEC 2016

ALLGEEKTOME.NET

MANAGING EDITOR | JUNE 2012 - MARCH 2019

- Generated content for an online news source, which reaches 10,000+ readers a month.
- Managed editorial staff and overall maintenance of the website.
- Oversaw the publication's social media accounts, with a following of 1,500+ people.
- Part of the editorial team that won the 2013 Geekie Award for Best User Experience.

ENTERTAINMENT WEEKLY

CONTRIBUTOR | JULY 2014 - JULY 2016

- Contributed weekly recaps and articles about currently airing TV shows.

JGOLDSTEIN PR

JR. PUBLICIST | JUNE 2013 - JUNE 2014

- Managed relationship with PBS Distribution.
- Created and supplied press kits, one-sheets, and screeners to the media.
- Maintained schedule and office administration organizational needs: calendar management, word processing, copying, faxing, filing, tracking supplies and managing the front desk.