




# CALEIGH FLYNN

## SOCIAL MEDIA COORDINATOR & FILM STUDIES INSTRUCTOR

### CONTACT

 330-774-8798  
 caleighflynn@gmail.com  
 New Orleans, LA

### SKILLS & PROGRAMS

Mailchimp  
FilmFreeway  
Meta Business Suite (Facebook, Instagram)  
Google Ads  
X (Twitter)  
Google Analytics Certification  
Hootsuite Certification  
G-Suite, Microsoft Office Suite  
Adobe Creative Suite  
Wordpress  
Wix  
Copywriting  
Video Editing

### EDUCATION

#### Bachelor of Science, Screenwriting & Playwriting

Drexel University  
2008-2012

#### Masters in Business Administration

Loyola University New Orleans  
2020-2022

### REFERENCES

*Additional References available upon request*

#### Dr. Sheryl Kennedy Haydel, Dean

Loyola University New Orleans  
504-283-3633  
skhaydel@loyno.edu

#### Dr. Miles Doleac, Loyola University New Orleans

Digital Filmmaking Dept. Chair  
(601) 329-1630  
mcdoleac@loyno.edu

#### Landon Zakheim

Executive Director, Overlook Film Festival  
(310) 990-1935  
lzakheim@overlookfilmfest.com

#### Lisa Carbonari

Director, Overlook Film Festival  
(503) 522-1829  
lcarbonari@overlookfilmfest.com

### PROFILE

Film studies instructor and social media coordinator, with ten years of film festival experience, media program management, and creative content creation, with a strong administrative and analytics background.

### EXPERIENCE

#### Community & Social Media Director, Overlook Film Festival

Previous Positions: Volunteer Assistant 2018-Present

- Cultivates community partnerships with vendors, organizations, schools, sponsors and collaborators within the city of New Orleans.
- Maintains all Overlook social media profiles and content calendar, including asset creation (videos, graphics, logos)
- Coordination and communication with Festival Executive team on year-round events and collaborative programming with local and national partners
- Copywriting and editing for all written promotions, including Mailchimp newsletters and coordinated media trades with local and national press.
- Conducts press and filmmaker interviews for official Overlook social channels
- Coordinates all Facebook and Google ad campaigns for festival pass and promotional sales
- Researches and maintains festival alumni distribution deals, film and genre industry trends, and partnerships with studios
- Maintains client portfolios for community partners, media, and sponsors

#### Seasonal Operations/Office Staff, New Orleans Film Festival

2014-2017

Positions Held: Box Office Coordinator, Membership Coordinator, Office Manager

- Responsible for troubleshooting customer service issues, such as online ticketing or pass usage during the festival
- Responsible for maintenance of NOFS membership database
- Managed daily in-office customer hotline, solved technical and user errors in real time under a high pressure environment
- Organizes and maintains the festival office, responsible for supply orders and maintenance of multiple storage spaces.

#### Executive Assistant to the Dean, Loyola University New Orleans

Previous positions include: 2017-Present

Administrative Assistant (Music Industry Studies),  
Office Manager (Communication & Design)

- Lead administrator for the College of Music & Media
- Creates and manages all Music & Media faculty contracts, rank & tenure files, and manages scheduling for all college-level faculty committees
- Responsible for all College-level budgeting, manages expense reports, and manages budgets by tracking and reconciling expenditures and purchase orders
- Direct supervisor of student work study teams for departmental programs and initiatives
- Creates and updates portfolios on all College-level donors, board members, community partners and freelance clients
- Event planner and producer for all College-level events and receptions

#### Instructor, Loyola University New Orleans, Dept. of Digital Filmmaking

2021-Present

- Courses Taught: Film Theory and Process, Development and Distribution, American Horror Cinema, Queer Cinema, Film Festival Programming
- Supports over 30 student advisees with scheduling and academic counseling
- Festival budget coordinator and social media content creator
- Responsible for executing two student-led campus film festivals: Crescent City Film Festival, Loyola Feminist Film Festival

*Additional Experience available upon request*