

Caleb C. White

(508)-808-9164 | caleb.c.white12@Gmail.com | <https://calebwhitemedia.com> | Boston, MA

SUMMARY:

Results-driven marketing professional with 3+ years of experience in GTM strategies, media measurement, cross-functional collaboration, data-driven insight generation, and CRM. Blending creativity with analytical skills, I am experienced in various forms of content creation and cross-functional stakeholder management, with technical expertise in Microsoft Office, Adobe CC, media analytics/measurement, Jira and Salesforce.

EXPERIENCE:

Comscore, New York, NY (Remote)

Jan. 2025 - Present

Client Insights Specialist

- Manage client relationships by monitoring account health, customer satisfaction, and product/service usage for a portfolio of 25 accounts.
- Serve as the primary client point of contact, helping clients extract value from our data and solutions.
- Craft compelling narratives, showcasing insights through reports and live presentations.
- Deliver tailored product and methodology training to address specific business needs and use cases.
- Collaborate with sales teams to expand and strengthen client relationships and engagement.
- Identify opportunities to enhance client deliverables, anticipate needs, and provide creative solutions.

Product Marketing Principal (Manager)

Dec. 2023 - Dec. 2024

- Translated company GTM messaging into public-facing collateral for 5 product launches.
- Roadmapped planning and messaging for an industry-first, cookieless digital measurement solution.
- Coordinated action and communication between the product, marketing, and sales teams.
- Managed relationships with 8 clients while serving as interim client success specialist.
- Fielded press inquiries & provided data to major publications (WSJ, NYT, WaPo, eMarketer and more.)

Associate Marketing Analyst, Content & Insights

Jun. 2022 - Dec. 2023

- Utilized time management, and writing skills to generate two pieces of published content weekly for both B2B and B2C purposes, while managing project timelines and approval schedules.
- Lead/reported on all TV initiatives, communicating the flow of product data internally and externally.
- Analyzed raw datasets to identify and generate content highlighting industry and consumer trends.
- Collaborated with cross-functional teams to manage distribution plans/KPIs for written content.
- Built Powerpoints and contributed research on an ad hoc basis to major industry events.

Nutmeg Publishing, Storrs, CT

Apr. 2020 - May 2022

Photo Editor

- Maintained end-to-end editing workflow using Adobe Lightroom & Photoshop.
- Collaborated with the executive board to develop, produce and distribute 2 complete yearbooks.
- Negotiated a 7-figure RFP with publishers, while working closely with university staff.
- Managed and supervised 8 staff photographers, allocating assignments & maintaining deadlines.

Reynolds American Inc., Winston-Salem, NC

Jun. 2021 - Aug. 2021

Consumer Marketing Intern: Digital Activations

- Conducted market research, document key insights and identify opportunities within the digital space across the brand portfolio
- Organized interviews with 30 cross-functional team members spanning 6 core brands to develop personalization roadmaps to meet each brand's business goals within the retail and digital landscape
- Visualized and presented analysis to executives and brand teams through expert knowledge of the Microsoft Suite

EDUCATION:

University of Connecticut, Storrs, CT

B.A. Digital Media and Design, Concentration: Digital Media Business Strategy

GPA: 3.92

Skills and Certifications

Technical: Microsoft 365 (Powerpoint, Word, Excel,) Salesforce, Jira, Adobe Creative Cloud (Photoshop, Illustrator, After Effects), Sharepoint, Comscore Suite, Talkwalker, Google Suite

Personal: Cross-Functional Collaboration, Stakeholder Management, Project Management

Certifications: Hootsuite, SEMrush: SEO Principles, Comscore (Social, Digital, TV, Campaign Ratings)