

Caitlyn Curran

currancaitlyn1@gmail.com ❖ New York, NY ❖ [Portfolio](#)

WORK EXPERIENCE

Alwaysdowntravels

Sept. 2024 – Present

Founder

Remote

- Bootstrapped Wordpress travel blog based on my own travel experiences abroad (alwaysdowntravels.com).
- As Founder, I write engaging blog content, measure website traffic, create assets and designs, and oversee SEO.
 - **Key Results:** Hundreds of new users, 50+ active users, and over a thousand events in the first month of operation via Google Analytics

Freelance Web Developer

Sept. 2023 – Present

Chrome Extensions - ZenBlock, SumMe

Remote

- Coded a productivity software that blocks websites using Chrome API & Javascript. Built a landing page and Google survey for customers interested in a paid version of the product. ([Landing Page](#), [Store Listing](#))
- Created an AI article summarizer. **Key Results:** organic traffic totaling 147 users; 5 star rating ([Store Listing](#))
- *Client Websites - PJPC, Samar Ramzy Real Estate*
- Designed and developed websites for various clients. Ensured dynamic functionality, responsiveness and modern design. Projects: [musician](#) portfolio (desktop view only) and [real estate agent](#) website.

Sogang Language Program

Feb. 2022 – Mar. 2023

English as a Foreign Language (EFL) Teacher

Seodaemun-gu, Seoul, ROK

- Planned, managed, and instructed kindergarten/elementary children in an all-English immersion program.
- Provided consistent feedback on each child's progress in the classroom and maintained an engaging and structured classroom environment. **Key Results:** avg. student proficiency increased by 1.5 CEFR level

Freelance Editor & Copywriter

Sept. 2022 – Jan. 2023

Ulsan 2022 Global Festival

Seoul, ROK

- Edited an English translated script and ensured grammar and flow of script was legible, fluent, and articulate.
- *Hinok - Cartier Campaign*
- Reworked parts of copy from an ecommerce startup B2B marketing campaign.

EDUCATION

SUNY Binghamton

May, 2021

Bachelor of Science, Biochemistry

Binghamton, NY

- **GPA: 3.74/4.0;** *Magna Cum Laude*; Tau Sigma National Honors Society; Dean's List
- Minor in Asian & Asian American Studies, Women's Rugby Football Club, Fine Arts Association (*treasurer*)

Korea University

August, 2019

International Summer Campus Program

Seoul, ROK

- **GPA: 5.0;** Korean Film & Comparative Linguistics

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Google Digital Marketing & E-commerce, Adobe Photoshop CC Essentials, The Complete Web Development Bootcamp
- **Languages & Frameworks:** HTML; CSS; JavaScript; React; Node; SQL (Postgres); Vercel
- **Skills:** Digital Marketing; SEO; Wordpress; Shopify; Adobe Photoshop; Canva; Social Media Marketing; Google Analytics; Copywriting
- **Interests:** Kickboxing; Language Learning; Traveling; *Charli xcx*, *Samoyeds*