Emersyn Caulder

Creative Marketing Manager
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Portfolio: emersyncaulder.com

Creative marketing leader in brand strategy, marketing operations, creative direction, and multi-channel campaigns. Builds brand systems, manages workflows and creative execution, and creates cohesive marketing across web, email, social, and print. Combines a strong design background with hands-on marketing experience to turn strategy into clear, consistent execution and scalable processes.

Experience

Creative Marketing Manager | Capital Rivers Commercial
Apr 2026 to Present · Sacramento, CA (remote)

- Lead marketing for a multi-division commercial real estate firm across brand, creative, digital, content, operations, and campaigns.
- Led a company-wide rebrand, from positioning with the CEO and COO through a three-month rollout across digital and print materials, templates, signage, email, events, and internal resources, delivered on schedule.
- Direct creative execution and manage the graphic design function, setting priorities and keeping the brand consistent.
- Serve as the internal lead for the website redesign, directing content, messaging, UX, and visual direction with an external design partner.
- Build scalable marketing systems, templates, and workflows for brokerage, development, asset management, and economic development, including property brochures, listing signage, email campaigns, and social graphics.
- Help plan and run networking events, and prep and order branded merchandise and materials for conventions and industry events.
- Partnered with the AI and automation team to launch a centralized marketing request and production workflow, improving intake, prioritization, and visibility.
- Own multi-channel marketing across email, web, social, SEO content, property campaigns, newsletters, press releases, quarterly market reports, and thought leadership.
- Maintain and evolve company-wide brand standards, guidelines, and resources.

Content Marketing Coordinator | Capital Rivers Commercial
Feb 2025 to Mar 2026 · Sacramento, CA (hybrid)

- Managed Instagram, Facebook, and LinkedIn: created content, scheduled posts, and engaged the audience.
- Wrote SEO-focused blog posts that improved search rankings and built thought leadership.
- Planned and ran email campaigns in Mailchimp to keep the audience engaged.
- Designed and updated marketing materials in Adobe Creative Suite with consistent branding.
- Tracked and analyzed marketing performance to refine strategy.
- Promoted properties by posting listings on key platforms for maximum exposure.

UX/UI Designer and Graphic Designer | Agramont Worldwide Logistics
Jun 2023 to Nov 2024 · San Diego, CA

- Planned the company's international trade shows and networking events, and designed the booth for DIMBC, a large international transportation and logistics trade show in Rosarito, Mexico.
- Refreshed the brand guidelines and carried them across the website, trade show presence, and social media for three sister companies.
- Created photo, video, and illustrated social content for three company accounts on Instagram, Facebook, and LinkedIn.
- Led design of the Forward and ForwardWMS web apps, from storyboards to a full design system and Figma prototypes.

- Designed three customer-facing websites, improving usability and increasing traffic through user-centered design.
- Ran user research and usability testing, and created user flows, wireframes, and UI mockups for web and mobile.
- Worked with cross-functional teams and developers to align design with user needs and business goals and make sure designs were built accurately.

UX Researcher | Santa Clara University
Oct 2022 to Mar 2023 · Santa Clara, CA

- Led UX research for the SCU Mobile app, running interviews and user testing that informed design improvements.
- Turned research findings into clearer information architecture and more intuitive designs with cross-functional teams.
- Wrote research proposals with actionable recommendations that shaped product strategy.

Freelance UX, Web, and Graphic Designer | Independent
Jun 2022 to Present · Remote

- Deliver end-to-end design projects for clients including Persist AI, Merritt Lane Ranch, and Franklin High School, from logos and websites to brand and event materials.
- Design in Figma and Adobe Creative Cloud, aligning every piece with client goals and audience engagement.

Education

Bachelor of Science, Psychology and Studio Art | Santa Clara University
Magna Cum Laude

Skills and tools

Marketing and brand: Marketing strategy, Brand development, Brand storytelling, Campaign management, Content strategy, Copywriting, SEO, AEO, Email marketing, Social media, Market research

Creative and design: Creative direction, Brand systems, Graphic design, Web design, Motion design, UX research, UX/UI design

Operations and leadership: Marketing operations, Marketing automation, Workflow optimization, AI workflows, Project management, Team leadership, Data analysis

Tools: Adobe Creative Cloud, Figma, Mailchimp, Meta Business Suite, Metricool, WordPress (Elementor), Yoast, Semrush, Google Analytics, Google Search Console, Airtable, Notion, Trello, Microsoft 365, Google Workspace, Claude, ChatGPT