





CAITLIN SPRAGUE

Writer • Producer • Project Manager •

CONTACT

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SKILLS

Business Development:

- Client interfacing
- Public speaking
- Research & evaluation
- Community outreach & engagement

Creative & Technical:

- Interpretive planning
- Writing - narrative & interpretive
- Content strategy
- User flow experience
- Introductory projection mapping

Project Management

- Team management
- Budget, schedule, & scope management
- Scrum & Agile
- Kanban & Gantt charts
- Miro, Milanote, & Jira
- Monday, Asana, & Smartsheet

LANGUAGES

Japanese: professional proficiency

Spanish: conversational

EDUCATION & CERTIFICATIONS

- Certificate in **Interpretive Planning**, NAI - in progress
- Certified **Scrum Master** (CSM) - in progress
- Certificate in **Project Management** (CPM)
- Master of **Social Work** (MSW)
Concentration: International & Community Development
- Bachelor of **Individualized Studies**
Marketing, Family Social Science, and Asian Languages & Literature

WRITING & PRODUCTION EXPERIENCE

Writer & Producer, freelance MAY 2018 - PRESENT

- Write scripts for virtual game characters, IP and original
- Write treatments, character sheets, scripts, and clue lists for haunted houses and escape rooms
- Write interpretive labels for museums and science centers
- Aid companies in the production of shows and museum exhibits

Project Manager | Founder 2014 - PRESENT

Wallpapered Cities / Milwaukee Mural Map | Wisconsin

- Produced and wrote labels for **15** outdoor art galleries across Wisconsin & currently manage **3** in Milwaukee, WI
- Organize logistics for special events and art installation weeks
- Presented a TEDx talk about the impact of public art on communities in 2015

Creative Producer AUG 2021 - APRIL 2022

Blue Telescope | New York, NY & Orlando, FL

- Managed the production of digital interactives and exhibits for museums, branded experiences, and trade shows
- Wrote interpretive copy for museum exhibits and interactives
- Sample clients: Miami Children's Museum, Kennedy Space Center, NJ Hall of Fame, NY State Parks

Producer | Writer SEPT 2020 - NOV 2020

Magic Castle, Halloween Week (via TECA) | Los Angeles, CA

- Wrote social media content, show scripts, and room treatments
- Led a 6-person design team for the ideation, budgeting, and production of three themed rooms

EMPLOYMENT HISTORY

Program Manager, Horticulture

APRIL 2020 - AUG 2021

Washington State University

- Oversaw the nation's inaugural Master Gardener Program, which included over **500** participants, **76** diagnostic clinics, and **2** horticulture demonstration centers
- Led **strategic planning** for Washington's entire Master Gardener program (**39** counties)
- Updated all structures, websites, programs, and trainings for **ADA** compliance

Program Manager, Horticulture - Southeast WI

MAR 2019 - MAR 2020

University of Wisconsin

- Oversaw over **60%** of Wisconsin's Master Gardener Program participants (**1,200+** persons)
- Managed over **80** public gardens, **15** demonstration gardens, **40** outreach projects, **4** diagnostic clinics, **2** nature centers, Wisconsin's largest botanical garden, and the WI State Fair's nature center
- Managed department employees and budgets for **4** counties
- Developed and wrote copy for **18** traveling exhibits for trade shows and nature centers

Milwaukee Federated Library System | Wisconsin

Director of Programming & Outreach

JUNE 2016 - FEB 2019

- Developed, marketed, and executed library programs, events, and fundraisers
- Coordinated community engagement efforts and headed public relations and sponsorships
- Curated rotating community and historical exhibits
- Broke the fundraising record in less than **6** months and increased sponsorships by **4,000%**

Young Adult Services Librarian

NOV 2015 - MAY 2016

- Handled reference questions and managed YA collections, programming, and displays
- Conducted community visioning sessions for the building of the new Mitchell Street Library

Researcher

AUG 2015 - DEC 2016

University of Wisconsin, Dept. of Social Welfare

- Collected, analyzed, and published the qualitative data of a **4-year study** examining the effects of incorporating trauma-informed practices into child welfare services for practical application
- Created survey and evaluation tools, trained data collectors, gathered historic data

Community Organizer | Youth Organizer

FEB 2014 - NOV 2015

Safe & Sound, Inc. | Milwaukee, WI

- Navigated community resources and collaborated with partners to address community needs
- Facilitated community visioning session and organized over **100** community events and projects
- Trained youth leaders and guided them through changing problems in their communities

MEMBERSHIPS

American Alliance of Museums | International Association of Amusement Parks & Attractions |
Society for Experiential Graphic Design | Themed Entertainment Association