



Caitlin Sickles

Senior Principal

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About Caitlin

Caitlin Sickles has a decade of experience in strategic communications. Her focus is on the design and implementation of comprehensive, multi-platform communications campaigns for a range of companies and associations in sectors, including manufacturing, consumer products, national security, healthcare, energy, and the environment. Her work includes message development and delivery, reputation management, and crisis communications. Caitlin leads the Policy Resolution Group's digital communications program, providing comprehensive brand development counsel, including sophisticated social media management and its use for effective advocacy. She frequently conducts seminar sessions and one-on-one trainings to help clients define and amplify their brands in-person, in the media and online.

Caitlin began her career in Wisconsin politics, working in the state governor's office and on several campaigns, including the 2008 presidential race.

Caitlin was recognized by *PR News* on their list of 15-to-Watch in 2011.

*Non-Attorney Consultant

Publications and Speeches

"Manufacturing Rebranded: How You Can Change the Conversation and Change the World," *Precision Metalforming Association*, November 2016.

"Twit Happens: Crisis Communications in the Modern World," *George Washington University School of Media and Public Affairs*, October 2016.

"Women's Work: Changing the Conversation Around Manufacturing to Recruit and Retain Top Talent," *Women in Manufacturing*, August 2016.

"Social Media Means Business," *Greater New Orleans Barge Fleeting Association*, April 2016.

Education

Johns Hopkins University, M.A., Communications
2013

Marquette University, B.A., Public Relations and Political Science
2009

Noteworthy

Access Intelligence, LLC, *PR News*, 15-to-Watch, 2011