

# Casey Carlisle

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## EDUCATION

University of Missouri  
2016-2020  
Bachelor of Journalism,  
*Strategic Communication*  
Bachelor of Arts, *Geography*

Université libre de Bruxelles  
2020  
Brussels, Belgium

## SKILLS

Brand Strategy  
Social Media Marketing  
Community Management  
Influencer Marketing  
Brand Partnerships  
TaggerMedia  
Emplifi  
SproutSocial  
Google Analytics  
Meta Ads Manager  
Adobe Creative Suite  
Microsoft Suite  
Graphic Design  
Illustration  
AP Style Writing

## EXPERIENCE

### Moosylvania | St. Louis, MO

Senior Brand Strategist & Content Manager, January 2024 - present  
Brand Strategist & Content Manager, April 2023 - January 2024  
Content & Community Manager, October 2021 - April 2023

- Developing digital strategies for brands like La Marca Prosecco, RumChata, RumHaven, Soonhari Soju, Barefoot Wine, and more.
- Utilizing consumer insights to guide the team in creating social content, digital campaigns, and larger brand partnerships.
- Managing client social media accounts by responding to consumers, scheduling, and utilizing strategic community management.
- Researching and communicating with influencers and partners. Writing contracts and ensuring the creation and success of sponsored content.
- Reporting on the performance of social content in addition to web performance using Emplifi, SproutSocial, and Google Analytics.
- Led a team of Brand Strategists to success by ensuring the department and clients meet larger brand goals and set KPIs.

### Coegi | St. Louis, MO

Social Media Specialist, *April 2021 - October 2021*

- Managed paid social media campaigns for clients like William Jewell College, Metronet, Fellowes and more on major social platforms.
- Analyzed and reported on campaign performance to clients, while strategizing how to help clients reach KPI goals.
- Designed graphics in addition to writing blogs, white papers, and case studies for company marketing.

### University of Missouri | Columbia, MO

Digital Marketing Assistant, September 2019 - April 2021  
Marketing Intern, June 2019 - September 2019

- Managed, optimized using analytics and created content for more than nine university social media accounts including The Mizzou Store.
- Wrote copy, took photographs, and designed materials / content for social media accounts and print.

### FTI Consulting | Brussels, Belgium

Corporate Reputation Intern, January 2020 - April 2020

- Created communications materials for various Fortune 500 clients.
- Wrote copy, designed graphics, and scheduled social media posts for both internal and client channels.