

CASEY BENNETT

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PROFESSIONAL EXPERIENCE

Virginia Commonwealth University / RRTC – Communications Specialist II; Richmond, VA *July 2024 - Present*

- Oversee video production, digital marketing, and social media strategy to enhance research outreach.
- Manage content creation and audience engagement across multiple digital platforms.

Virginia Commonwealth University / CCI-CVN – Visual Media and Web Specialist; Richmond, VA *Nov. 2023 – July 2024*

- Direct all operations of video production and post-production, ensuring high quality multimedia content for educational and marketing initiatives.
- Manage and optimize CCI-CVN's digital presence, including website updates, SEO strategy, and social media engagement.
- Develop and execute integrated content strategies across YouTube and social media platforms, enhancing audience engagement and brand visibility.

Stauer – Social Media Coordinator; Richmond, VA *Feb. 2023 – Aug. 2023*

- Strengthened brand identity by crafting compelling digital marketing campaigns, resulting in a 20% increase in ad click-through rates.
- Expanded audience reach by 30% through targeted video content, improving overall engagement metrics and watch time.
- Utilized data-driven strategies to refine campaign performance, optimizing for SEO, analytics, and consumer trends.
- Managed multi-platform content strategy, increasing social media impressions to 1M+ monthly.

Rice University – Senior Video Producer; Houston, TX *Aug. 2014 – July 2018*

- Produced high-impact video content for Rice Online, promotional campaigns, and social media branding initiatives.
- Led cross-functional collaboration between creative teams, marketing, and faculty to enhance digital storytelling and audience engagement.
- Developed performance-driven media strategies, improving campaign effectiveness and enrollment conversions.

South Coast Film & Video – Studio Manager; Houston, TX *Dec. 2008 – Aug. 2014*

- Managed operations of Houston's largest video production studio, producing content for major corporate and media clients.
- Trained and mentored interns and new hires, fostering skills in digital storytelling, media production, and brand messaging.

EDUCATION

University of Houston | B.A. in Communications, Media Production | Minor: Psychology | Cum Laude

Google Digital Marketing and E-Commerce Professional Certificate

Meta Certified Digital Marketing Associate & Social Media Marketing Professional Certificates

SKILLS AND INTERESTS

Strategic Communication and Branding: Content Strategy | Digital Storytelling | Integrated Marketing Campaigns

Digital, Media & Web: Video Production | Editing | SEO & Analytics | Web Management | E-commerce Strategy

Achievements: Telly Awards Winner, Archived in Library of Congress – Veterans Oral Report Project

Interests: Content Creation, YouTube, Amazon KDP Publishing, Digital Media Reviews, Social Media Trends