

Casey Stutz

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EXPERIENCE

PR & Marketing Intern, Sports Innovation Lab/Athlete Strategies; Boston, MA — Jan. 2023 - Present

Creates, analyzes, and distributes strategic digital content, graphic design, and SEO for the Website, LinkedIn, Instagram, YouTube, TikTok, and Twitter (X). Writes weekly newsletters and copy for social media and presentations relating to the company's data and upcoming events. Works on developing and implementing new social media campaigns to increase brand awareness and gain attention to upcoming briefings. Researches and pitches to media for upcoming report launches and monitors media/news coverage on reports. Runs email campaigns on Zoominfo using Salesforce and Engage.

PR Assistant, HJ-PR; Los Angeles, CA — May 2024 - Present

Assists with managing several accounts such as Sprayground, Vincero, Grown Folks, Beverly Spirits, N'AMO, Village Bistro, Ablo AI, Culture Bureau, Beckett Simonon, and Neuehouse Hollywood. Engages with clients by writing press releases, creating media lists, researching journalists and media outlets, writing interview responses, pitching to journalists, and influencer vetting.

PR & Marketing Intern, Hairstory; New York, NY — May 2023 - Aug. 2023

Strategically planned the monthly content calendar for social platforms including TikTok, Facebook, and Instagram using UGC from LoudCrowd. Communicated with and set our PR packages to influencers through Shopify and email. Formulated ideas and tracked content for different platforms using Microsoft Excel and social listening for data analysis.

Assistant Supervisor, Auburn Foundations of Giving; Auburn, AL — Jan. 2022 - Dec. 2022

Co-led a team by managing calling schedules, hours, team schedules, and total donations through Microsoft Office. Fundraised over 15k for the future success of Auburn's Community and University programs and scholarships by handling credit transactions over the phone and digital outreach through online programs. Enhanced my communication and leadership skills by learning how to successfully speak with and gain the trust of donors and the team.

Banquet & Pool Waitress, Fiddler's Elbow; Bedminster, NJ — May 2021 - Dec. 2022

Strong sense of professionalism and customer service, with an emphasis on teamwork. Handled customer complaints with good listening skills and management. Gained the ability to multitask in a fast-paced environment, requiring communication skills, memory, and the ability to provide quality service efficiently.

Social Media Associate, Vector Marketing; Auburn, AL — May 2021 - Sept. 2021

Connected with potential clients through calls and social media. Designed advertisements and social posts daily for all platforms to gain new customers. Obtained strong organizational skills by scheduling interviews through a computerized system for potential works and deciding which social media to use for marketing purposes.

Marketing Team, Eagle Eye TV; Auburn, AL — Jan. 2021 - May 2024

Skilled in Adobe Photoshop, Illustrator, and Premier, as well as, photography, interviewing, and videoing. Strategized with the marketing team to distribute meaningful media and gain a better following to reach larger audiences.

SKILLS/CERTIFICATIONS

Adobe Creative Suite / Graphic Design	Zoominfo/Salesforce/ Engage Campaigns	Pitching/Muck Rack/ Media List Building	Google Ads - Measurement Certification
Strategic Communication	Microsoft Office	Press/Report Launches	Content Marketing - HubSpot
Time Management/ Organization	Influencer Marketing/ Upfluence	Strategic Planning	Social Media Marketing - Hubspot
SEO	Press Releases	Copy Writing	Newsletters/Email Marketing/Hubspot

EDUCATION

Auburn University; Auburn, AL — Bachelor of Arts, Public Relations

Minor: Marketing

GPA: 3.87

Graduation Date: May 2024

Awards: Summa Cum Laude and Dean's List for seven semesters