

# CASEY BENNETT

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## PROFESSIONAL EXPERIENCE

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

- Direct all operations of video production and post-production
- Maintain and update CCI-CVN website, YouTube, social media platforms

**Stauer – Social Media Coordinator;** Richmond, VA

*Feb. 2023 – Aug. 2023*

- Elevated social media and digital marketing presence for global luxury retailer
  - Achieved a 20% higher click-through rate on targeted ad campaigns through curated video content
  - Expanded campaign reach by 30%, tapping into a new, relevant audience segment through tailored video content which lead to increased average video watch time
- Utilized data and analytics to measure results and develop strategies
  - Strategically scheduled and crafted content across multiple social media platforms, bolstering brand visibility leading to boosts in reach by approximately 30%, achieving over 1 million impressions monthly
  - Assessed existing content performance and optimized campaigns using proper SEO, keywords, and market trend data

**Rice University – Senior Video Producer;** Houston, TX

*Aug. 2014 – July 2018*

- Spearheaded the creation of high-quality video assets for Rice Online, social media channels, and marketing and promotional initiatives
- Governed end-to-end media production timelines and coordinated course deployments, ensuring seamless execution and adherence to deadlines
- Collaborated cross-functionally to execute impactful advertising campaigns, defining KPIs and metrics that led to increased enrollments

**South Coast Film & Video – Studio Manager;** Houston, TX

*Dec. 2008 – Aug. 2014*

- Managed operations of largest video production studio, produced video content for prominent clients, played a pivotal role in the training and mentorship of interns and new hires, fostering skill development and contributing to a cohesive team environment

## EDUCATION

**University of Houston | Bachelor of Communications** | Houston, TX | May 2014 Concentrations: Communications, Media Production; Minor in Psychology | Cum Laude

**Google Digital Marketing and E-Commerce Professional Certificate** | September 2023

**Meta Certified Digital Marketing Associate Certificate** | October 2022

**Meta Social Media Marketing Professional Certificate** | October 2022

## SKILLS AND INTERESTS

**Interests:** Documentaries, Amazon KDP Publishing, YouTube Creator, Professional product reviews

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

**Technical:** Google IT Support Professional certified, Google Analytics, Amazon Ads, Facebook Business Suite, Adobe Creative (Premiere Pro, Photoshop, etc.), Canva, HubSpot, Wordpress, E-Commerce