

Casey Shea

I'm an award-winning marketer and content pro with a growing collection of Clio and Shorty awards under my belt. I build memorable campaigns with A-list celebrities and influencers that drive huge brand growth and conversions. I launched a PSA on MSNBC driving 15M+ views. I rallied 1,000 people to LA to protect democracy. I leveraged AI to revamp video content for TikTok, resulting in 100X channel growth. And I built 2 digital brands from the ground up, scaling them from zero to billions of impressions within 6 months. I'm ready to help your team get faster, stronger, and more passionate about the work they do. Let's get started.



CONTACT

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📍 New York, NY

BIG [recent] WINS ★★★★★

- Tripled new member signups y/y via an [award winning short film](#) about govt corruption starring Jennifer Lawrence.
- [Educated 8+ million voters](#) in swing states ahead of the 2024 election with a PSA picked up by 400+ media outlets.
- Doubled recurring donations y/y via brand overhaul led by [impact-driven storytelling](#).
- Brought 1,000+ potential donors & partners together for a [3-day, movement building summit](#).

PROFESSIONAL EXPERIENCE

Director of Marketing

RepresentUs | January 2023- July 2025 (New York, NY)

- **Managed a growing team of strategists, marketers, and creatives**, including both full-time staff and external contractors. I provide steady, thoughtful support to keep the team motivated and aligned with our long-term vision, ensuring they have the necessary resources to meet and exceed our KPIs through short-term sprints.
- **Served as key marketing and creative liaison to the Executive Team**, collaborating with C-Level leaders to shape our strategic vision, organizational culture, brand identity, and financial strategies.
- **Oversaw all RepresentUs marketing & creative programs & budgets**, including organic and paid social media, email, web, earned media and press, and all digital content creation.
- **Acted as a brand spokesperson**, driving relationships among partner orgs, high-level donors, board members, and influencers.
- **Led all digital fundraising initiatives**, with a laser focus on driving recurring donations via our Common Wealth monthly giving program.
- **Guided the vision and execution of our brand identity**, copyediting and approving all written materials to ensure our visual identity and tone is consistent, effective, and evolving.
- **Told the story of RepresentUs through major marketing and comms campaigns*** to grow our brand footprint, attract more people to our movement, and convert them into dedicated supporters.
**To date, our [campaigns](#) have racked up over 200 million views across various owned and earned media channels.*

Content Director

RepresentUs | February 2020- December 2022

- Led all day-to-day content team operations, including writing, graphic design, and video production.
- Oversaw a complete brand overhaul and implementation of a new brand identity across the entire organization.
- Managed a team of full-time creatives as well as a significant roster of contractors and consultants whose expertise ranged from video editing and producing, comms strategy, social media, UX design and web dev.



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CERTIFICATIONS

Strategies That Build Winning Brands

Northwestern University & Kellogg School of Management

Managing to Change the World & Managing Through a DEI Lens
The Management Center

Marketing AI
eCornell

Advanced Social Advertising
Hootsuite Certified Professional

Mindfulness-Based Stress Reduction (MBSR)
UMass Medical

Compassion Cultivation Training (CCT)
Stanford University

Marymount Manhattan College
Bachelor of Arts

PROFESSIONAL EXPERIENCE (continued)

Director of Content Strategy

Static Media | 2016 -2019 (New York, NY)

Leveraged data from thousands of digital publishers to analyze audience engagement and make editorial and creative decisions for internal digital brands. Responsibilities included:

- Developing the vision, identity, and strategy behind 6 media brands, exponentially growing traffic to collectively drive 40 million+ UVs per month.
- Launching corresponding YouTube accounts from the ground up, bringing our brands from 0 to 8 million subscribers in just 2 years.
- Leading and mentoring a team of 5 marketers, 10 copyeditors, 20+ video editors and producers, and nearly 100 freelance copywriters and script writers.
- Performing extensive A/B tests to develop data driven content promotion strategies across multiple digital platforms.

Strategic Partnerships

Static Media | 2013 -2016 (New York, NY)

Promoted Static's content recommendation platform and educated clients about the benefits of this unique service. Responsibilities included:

- Securing partnerships with multiple high-profile partners, including Conde Nast, Viacom, Time Inc, and Wenner Media.
- Presenting best-practices talks and providing audience insights and actionable data to a wide range of partner teams; from editorial staff and creatives, to upper-management and C-level executives.

YouTube Creators Consultant

Freelance | 2019- 2020 (New York, NY)

Consulted YouTube Creators to improve their video performance via creative and technical optimizations, including:

- Narrative adjustments to improve watch time and decrease bounce rate.
- Branding alignment with target audiences.
- Headline and thumbnail A/B testing to improve CTR.
- Keyword tagging and strategic placement to improve SEO performance.

References available upon request