Casey Shea

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Award-Winning Marketing & Strategic Communications Leader

I've spent 15 years building communications that move people, across nonprofits, advocacy, and digital media. Most recently, I served on the executive team at the Center for Humane Technology, shaping how the public understands what AI is doing to our lives. Before that, I helped build RepresentUs into a nationally recognized democracy-reform movement. My campaigns there drew hundreds of millions of views, won Clio and Shorty awards, and doubled recurring donations. Earlier, I scaled digital media brands from zero to millions of subscribers in under a year. I bring an editor's instinct for the story, a creative's taste for campaigns that stick, and an executive's focus on the team and results that make them land.

WORK EXPERIENCE

Center for Humane Technology **2026**

Director of Strategic Communications *Remote*

Served on the executive team as the senior communications leader at a nonprofit working to ensure technology serves people. Set organization-wide strategy across brand, earned media, campaigns, executive visibility, partnerships, and audience growth, working closely with policy, research, and development teams.

- **Launched Stop the AI Drift, a NYC subway ad campaign that went viral:** Led positioning, messaging, and a four-week subway takeover amplified through paid media, social, creator partnerships, and earned media. Reached millions and drove hundreds of thousands of visits to *itsnotyouits.ai*. Introduced "AI drift" to describe the loss of human skills, relationships, and meaning as people hand more of daily life to AI.
- **Set external communications strategy and made research accessible:** Defined CHT's distinct position in a rapidly changing AI debate. Led narrative, earned-media, and launch strategy for a report proposing rights and protections for human skills and relationships, AI-policy guides for voters and candidates, and an initiative measuring AI's effects on people's well-being.
- **Led national media engagement:** Worked with The New York Times and its editorial board, CNN, The Washington Post, Fox News, and Oprah's podcast, among other high-profile outlets.
- **Spearheaded CHT's promotion of *The AI Doc*:** Led integrated marketing and communications for the documentary featuring co-founder Tristan Harris and directed by an Oscar-winning filmmaker. Increased CHT's visibility and helped build audience momentum ahead of the film's Netflix release, where it reached #8 on the most-watched list.
- **Expanded public reach through spokespeople and partnerships:** Built a six-person spokesperson strategy and partnerships with creators, experts, talent, and aligned organizations. Led positioning, media preparation, and thought leadership to expand CHT's reach beyond its founders and traditional AI-policy audiences.
- **Represented CHT on parenting in the age of AI:** Participated in a Gloria Steinem-hosted conversation alongside Emily Oster and Dr. Becky Kennedy; served as a spokesperson in interviews for conferences, podcasts, and other speaking engagements.
- **Connected audience growth to action:** Built a data-driven marketing funnel linking campaigns, email, web, content, and podcast audiences to clearer calls to action, deeper engagement, and active support of CHT's work.
- **Led teams, agencies, and contractors:** Led the Content & Communications function through organizational change and rebuilt production for the flagship podcast, Your Undivided Attention. Managed agencies and contractors; overhauled the PR agency relationship, resetting goals, expectations, workflows, and success metrics to support proactive media engagement.

RepresentUs **2019–2025**

Content Director / Director of Marketing & Communications *Remote*

Rose from Content Director to lead integrated marketing and communications for a national democracy-reform organization. Oversaw brand, PR, content, digital, email/SMS, paid media, and creative; advised the CEO and board and aligned communications with policy, development, and advocacy.

Built a nationally recognized movement brand: Unified narrative and communications across media, fundraising, and advocacy. Translated ranked choice voting, anti-corruption reforms, and open primaries into clear stories for voters, journalists, donors, and policymakers.

Directed campaigns with national reach: Led national campaigns and celebrity PSAs featuring Jennifer Lawrence, Chris Rock, and Michael Douglas, generating 300M+ organic views. Directed communications and audience strategy for the American Democracy Summit.

Grew audiences and recurring revenue: Integrated email, SMS, social, web, and paid media around shared audience journeys and performance goals, helping double recurring donors year over year. Rebuilt social strategy, increasing TikTok reach 100x in six months.

Led earned media and executive communications: Secured coverage in The New York Times, CNN, NPR, among others; managed PR firms, prepared executives for major interviews, and served as a spokesperson during rapid-response and crisis moments.

Built and led multidisciplinary teams: Managed content, creative, digital, video, and communications staff, agencies, and contractors. Established shared planning and production systems connecting communications to organizational priorities.

Independent Consulting **2024–2025**

Strategic Communications Consultant *Remote*

Helped mission-aligned organizations revamp, rebuild, or build from scratch their strategic marketing and communications programs. Clients include Skoll Foundation, Schmidt Science Fellows, Americans Together, Beyond Conflict, and others.

Skoll Foundation (Fractional Head of Marketing & Communications): Led marketing and communications for a global foundation that backs social entrepreneurs and innovators tackling the world's most pressing problems.

Americans Together (Chief of Staff): Advised Sen. Joe Manchin and Heather Manchin on brand strategy and cross-functional priorities, repositioning the organization around civic education and interactive election maps. Led the press campaign for Sen. Manchin's book launch, earning national coverage and visibility for the organization's mission.

Static Media **2013–2019**

Account Manager, Strategic Partnerships / Director of Content Strategy *New York, NY*

Led content strategy for a tech-driven Series A startup serving legacy media companies through proprietary distribution technology. Scaled digital brands to 8M+ YouTube subscribers and 40M monthly users through editorial systems and multiplatform distribution.

Grew partnerships with Condé Nast, Time Inc., and Viacom, advising clients on digital growth, monetization, and adoption of content-distribution technology.

***Additional work experience available upon request**

EDUCATION & CERTIFICATIONS

Marymount Manhattan College | New York, NY — Bachelor of Arts

Strategies That Build Winning Brands | **Northwestern University & Kellogg School of Management**
Marketing AI | **eCornell**
Managing to Change the World & Managing Through a DEI Lens | **The Management Center**
Advanced Social Advertising | **Hootsuite Certified Professional**
Mindfulness-Based Stress Reduction (MBSR) | **UMass Medical**
Compassion Cultivation Training (CCT) | **Stanford University**