

# CASEY MEDLIN

## CONTACT:

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## EDUCATION:

University of North Carolina at Chapel Hill;

Hussman School of Journalism and Media

B.A. Media and Journalism;  
Advertising and Public Relations concentration; Healthcare Communications & Marketing Program

Expected May 2024

## SKILLS:

Search engine optimization

Basic HTML & CSS coding

Social media

Data analysis

Interpersonal skills

Adobe InDesign

Adobe Premiere Pro

WordPress

Copyediting

Teamwork

Writing

Critical thinking

Digital design

Customer service



## EXPERIENCE:

### Brand and Consumer Marketing Intern

*Raleigh, North Carolina, May 2023-Present*

- Work in account management across consumer accounts, spanning from Lowe's to JCPenney to Lindt
- Lead story science efforts – a combination of the art of storytelling and data science – across core accounts and on new business opportunities network-wide
- Craft detailed, data-driven audience personas to better understand audiences and monitor for emerging trends that resonate with audience groups of core accounts
- Worked in a small team to craft intricate audience personas and conducted story science to build pitch and campaign examples on four new business opportunities, one of which we won and is now one of my core accounts
- Draft and refine media materials, including media lists, data-driven pitches and press releases

### Broadcast Media Specialist, LA CityView

*Los Angeles, California, September 2020-May 2023*

- Incorporated search engine optimization into LA CityView and LA This Week's YouTube channels
- Specialized in SEO on YouTube, including video thumbnails, descriptions and captioning to make each video accessible to individuals of all abilities
- Demonstrated editorial and writing skills by editing automated captions and crafting video descriptions

### Social Media Specialist, LA CityView

*Los Angeles, California, May 2022-May 2023*

- Planned and produced creative content and copy for the city of Los Angeles' official social media accounts
- Specialized in optimizing and growing [@cityoflosangeles](https://www.instagram.com/cityoflosangeles) on Instagram
- Trained in YouTube, Facebook, Twitter and Instagram insights and Hootsuite

### Digital Intern, Triangle Media Partners

*Durham, North Carolina, May 2022-August 2022*

- Pitched and created blog posts, Instagram Reels and Instagram stories
- Managed the *Chatham Weekender*, a bi-monthly e-newsletter detailing exciting things to do in Chatham County, via Second Street
- Converted print content to web, utilizing SEO tactics such as crafting attention-grabbing headlines