

✦ Casey Carlisle ✦

SOCIAL MEDIA STRATEGIST ✦

INFLUENCER MARKETER ✦

POP CULTURE ENTHUSIAST

CONTACT

Portfolio

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EDUCATION

University of Missouri

2016-2020

Bachelor of Journalism,
Strategic Communication
Bachelor of Arts, Geography

Université libre de Bruxelles

2020

Brussels, Belgium

SKILLS

Social Media Strategy
Community Management
Influencer Marketing
Content Creation
Emplifi / SproutSocial
Google Analytics
Paid Media Campaigns
Meta Ads Manager
Adobe Creative Suite
Graphic Design
Illustration
CapCut
Canva
Figma
Microsoft Suite

EXPERIENCE

✦ Moosylvania | St. Louis, MO

Senior Brand Strategist & Content Manager, January 2024 - April 2025

Brand Strategist & Content Manager, April 2023 - January 2024

Content & Community Manager, October 2021 - April 2023

- Shaped social strategies for the E. & J. Gallo Winery alcohol portfolio. Clients included RumChata, Soonhari Soju, La Marca Prosecco, and more.
- Increased engagement for brands like Soonhari Soju by more than 350% by providing insight-based strategies and optimizations to creative teams.
- Brought brands to life via engagement-focused community management while owning content calendars, hashtag strategies, and scheduling.
- Researched, negotiated with, and contracted influencers for digital campaigns resulting in millions of impressions and account growth.
- Analyzed and completed client-facing reports on web and social content performance using Emplifi, SproutSocial, and Google Analytics platforms.
- After a promotion to a senior role, led a team of two brand strategists & content managers to success by ensuring the department exceeded company goals and client KPIs.

✦ Coegi | St. Louis, MO

Social Media Specialist, April 2021 - October 2021

- Managed paid social media campaigns for clients like William Jewell College, Metronet, Fellowes, and more on major platforms like Meta, Pinterest, and LinkedIn.
- Analyzed, optimized, and reported on campaigns throughout their run to ensure success and that KPI goals were being met.
- Acted as a thought leader and designer for Coegi—designing social media graphics in addition to writing blogs, white papers, and case studies.

✦ University of Missouri | Columbia, MO

Digital Marketing Assistant, September 2019 - April 2021

Marketing Intern, June 2019 - September 2019

- Managed, optimized using analytics, and created content for more than nine university social media accounts including The Mizzou Store, Campus Dining Services, and more.
- Designed graphics and took photographs of products and students for social media, on-campus signage, and print media.

✦ FTI Consulting | Brussels, Belgium

Corporate Reputation Intern, January 2020 - April 2020

- Created communications materials for various Fortune 500 clients.
- Wrote copy, designed graphics, and scheduled social media posts for both internal and client channels.