

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
Copywriting
Partnership Management
Influencer Marketing
Content Creation
Email Marketing
Emplifi / SproutSocial
Google Analytics
Paid Media Campaigns
Meta Ads Manager
Adobe Creative Suite
Graphic Design / Illustration
CapCut, Canva, Figma
Microsoft Suite

EXPERIENCE

Entertainment Cruise Productions | St. Louis, MO

Marketing Content & Partnerships Manager, June 2025 – present

- Owning end-to-end content strategy for five themed cruise brands, including Star Trek: The Cruise, Comic-Con: The Cruise, and others.
- Leading social media strategy, copywriting, content creation, and community management across platforms—growing Instagram follower counts by 25%+ and engagement by 103%+ within three months.
- Managing partnership initiatives, working directly with onboard Talent and influencers to support cruise promotions and drive brand visibility.
- Overseeing email marketing campaigns from strategy through execution, including segmentation, creation, and deployment.

Moosylvania Marketing | St. Louis, MO

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

Brand Strategist & Content Manager, February 2023 – January 2024

Content & Community Manager, October 2021 – February 2023

- Led social strategy, content calendars, social analytics reporting, and community management for 10+ clients, including national alcohol brands like RumChata and Soonhari Soju on Meta platforms.
- Grew Instagram engagement by 350%+ through insight-driven strategies for clients like Soonhari Soju.
- Oversaw successful influencer campaigns that generated millions of impressions and high engagement.
- Promoted to a senior role, led a team of two strategists to exceed 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 Meta, Pinterest, and LinkedIn.
- Analyzed, optimized, and reported on campaigns throughout their run to ensure success and that KPI goals were being met.

University of Missouri | Columbia, MO

Digital Marketing Assistant, September 2019 – April 2021

Marketing Intern, June 2019 – September 2019

- Managed and created content for 9+ university-affiliated social media accounts, including The Mizzou Store.
- Wrote copy, designed graphics, and photographed products, students, and events for digital and print channels.

FTI Consulting | Brussels, Belgium

Corporate Reputation Intern, January 2020 – April 2020

- Developed communications materials for various Fortune 500 clients lobbying within the European Union.
- Wrote copy, designed social graphics, and scheduled posts for internal and client social platforms.