



Casey Cawthon

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Successful public relations campaigns are contingent on thoughtful strategy, multi-platform approaches, and continuous measurement. My secret weapon is my ability to align organizational goals, collaborate well with stakeholders, provide clear communication, and identify creative solutions that the entire team can celebrate.

EXPERIENCE

DIRECTOR OF PUBLIC RELATIONS, WELL DONE MARKETING

2018—Present

- Lead the agency in the creation of various, multi-faceted [public relations campaigns](#) tailored to meet client and agency goals.
- Collaborated with the agency's leadership team to ensure effective workflows between public relations, creative services, digital strategy, and account management.
- Managed and developed the agency's public relations team to meet department and individual goals.
- Created strategic public relations campaigns for various industries, including healthcare, nonprofit, professional sports, social services, and utilities.
 - Achieved a 33% increase in earned media coverage and a 45% increase in publicity value for a legal services client in one year.
 - Achieved a 75% increase in earned media coverage, a 41% increase in publicity value, and an 11% increase in earned media reach in one year.
 - Achieved 18 media mentions with a reach of 8.3 million and publicity value of nearly 80 thousand dollars while coordinating a 12-person influencer team as part of a 22-day influencer and media campaign for a professional sports team.

ADJUNCT FACULTY, INDIANA UNIVERSITY PURDUE UNIVERSITY

2012—Present

- Created a course syllabus and schedule in conjunction with the Department of Communication Studies for the Introduction to Public Speaking course.
- Supported the development of an online portal to support students with online learning needs.
 - The online section of the Introduction to Public Speaking launched in 2016.
 - Since 2012, I've instructed nearly 1,000 students meeting all faculty success standards.

ASSISTANT DIRECTOR OF PUBLIC RELATIONS, CITY OF FISHERS

2013—2018

- Created a multi-faceted public relations campaigns to support all city departments.
- Led strategic communication planning and development.
- Oversaw mobile app, email marketing, and social media planning, implementation, execution and measurement.
 - Grew the City of Fishers' social media platform from twelve to 21 robust social media accounts.
 - Supported the City of Fishers through various earned media opportunities including grand openings of Flat Fork Creek Park, Cyntheanne Park Pickleball Courts, Launch Fishers, Indiana IoT Lab Fishers, Portillo's Fishers, and IKEA Fishers.
 - Spearheaded media relations for various Fishers' initiatives including Fishers' Mental Health Initiative, the Nickel Plate District mobile app, the Nickel Plate District Amphitheater, CurioCity, Fishers Police Department's launch of Fishers CrimeWatch mobile app, and a multitude of community-wide events.

FREELANCE PUBLIC RELATIONS PROFESSIONAL

Ongoing

- Management of independent public relations contracts as they arise. Some of those past contracts include:
 - Public relations and social media for the grand opening of Second Stories, a vintage shop located in McCordsville, Indiana.
 - The six-week social media campaign resulted in 351-page likes (a 440% increase), an average of 33 actions on the Facebook page per post (a 1000% increase), and increased reach of 10,275 on their grand opening event page.
 - The six-week campaign also yielded media coverage in the Towne Post Network, through the Current in Fishers and Geist, and via the Town of McCordsville.
 - Public relations and social media for the grand opening of Spavia Fishers in the Nickel Plate District.
 - Ongoing social media support for Hamilton Southeastern School's Student Success Team.

EDUCATION

INDIANA UNIVERSITY PURDUE UNIVERSITY INDIANAPOLIS

Master's Degree, applied communication, business media	2014
Bachelor's Degree, communication studies, writing minor	2010

AWARDS & ACCREDITATIONS

- 2020 Best and Brightest [Finalist](#), Media, Entertainment & Sports
- Hamilton County Leadership Academy graduate, Class of 2018
- Google Analytics Certification, 2018
- Hootsuite Academy, 2018
- City of Fishers' Vibrant Employee of the Year, 2017
- JIC/JIS Emergency Management Planning Course, FEMA/Homeland Security, 2016
- Outstanding Research Award for Graduate Paper, IUPUI, 2014
- Indiana University Purdue University Indianapolis Outstanding Alumni recipient, 2013
- Certificate in Desktop Publishing, IUPUI, 2013

COMMUNITY INVOLVEMENT

- Proactively approach community organizations to provide ongoing communications, public relations, and social media trainings.
 - Trainings have been conducted with: Nickel Plate District Business Council, Hamilton County PR team, Fishers' Farmers Market vendors, Hamilton Southeastern High School, and IndyHUB's The LAB.
- Member of Fishers Freedom Festival and ProAct Indy's Board of Directors from 2016 to 2018 and 2018 respectively.
- Ongoing attendee of various Indianapolis-based networking groups, including Creative Mornings, Linking Indy Women, the Public Relations Society of America (PRSA)'s Hoosier Chapter, and Jennifer Magley's Power Lunches.
- Four-time attendee to the Public Relations Society of America (PRSA)'s [International Conference](#).
- Featured [blogger](#) for *Working Momkind* based out of New York City.

SKILLS & COMPETENCIES

- GSuite, Microsoft Office, Adobe Creative Suite, Hootsuite, Mailchimp, Zoom, Cision, Meltwater, CoSchedule, Google Analytics.