







## Casey Cawthon (she/her/hers)

STRATEGIC STORYTELLER,  
IMPACT CHAMPION.

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### Indiana University Purdue University Indianapolis

- Masters in applied communications and business media 2014
- Bachelors in communication with a minor in writing 2010

### Community Impact

- 2021 IN Community Award Finalist, Indiana Fashion Foundation.
- 2020 Best and Brightest Finalist, Junior Achievement Indianapolis.
- 2020–Present Pass the Torch for Women Mentoring.
- 2018 Hamilton County Leadership Award graduate.

"My secret weapon is my ability to align organizational goals, collaborate well with stakeholders, provide clear communication, and identify creative solutions that yield measurable results for campaigns and companies."

## Work Experience

### Indy Chamber

Vice President of Marketing & Communications 2021–Present

- Oversee earned media, digital strategy, website development, and the brand identity for the Indy Chamber and all affiliated business units.
- Achieved the Indy Chamber's designation as the 2021 ACCE Chamber of the Year.

### Indianapolis University Purdue University Indianapolis

Associate Faculty 2012–Present

- Taught 2500+ students in the Introduction to Public Speaking college course.

### Well Done Marketing

Director of Public Relations 2018–2021

- Developed multi-faceted, public relations campaigns for various industries, including healthcare, nonprofit, professional sports, social services, and utilities.
- Managed the integration of public relations alongside account services, digital strategy, creative, and website development teams.
- Grew account revenue 15%+ annually.

### City of Fishers

Assistant Director of Public Relations 2013–2018

- Developed strategic communication plans for Fishers' Mental Health Initiative, the Nickel Plate District mobile app, the Nickel Plate District Amphitheater, CurioCity, and a multitude of community-wide events.
- Achieved the City of Fishers' designation as the 2018 MONEY Magazine's Best Place to Live.