

CASEY RICH

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ADMINISTRATIVE EXPERIENCE

Administrative Assistant, *Center for Cultural Affairs — Bloomington, IN, May 2019-August 2020*

- Created and implemented programming for the CCA.
- Drafted, edited, and oversaw grant applications.
- Composed and designed center publications including newsletters, promotional materials, website pages, and official documents.
- Wrote and implemented social media plan.
- Planned and promoted center speaker series events, symposia, and research workshops.
- Assisted senior directors with all major center initiatives.

Teaching Assistant, *O'Neill School, Indiana University — Bloomington, IN, Jan 2019-Dec 2019*

- Designed and implemented an online course infrastructure to effectively disseminate information to students.
- Served as an indispensable resource for students navigating course material.

MARKETING EXPERIENCE

Marketing Specialist, *IU Auditorium — Bloomington, IN, February 2019-Present*

- Collaborated with marketing staff to create traditional and grass roots marketing campaigns to promote productions to meet and exceed revenue goals.
- Broke revenue records with the 2 highest grossing performances in IU Auditorium history.
- Wrote, edited, and proofed marketing copy for promotional materials and programs.
- Composed materials for season announcements, including the 2019-2020 bicentennial season.
- Supported Marketing Director on special projects key to organizational growth.

Senior Campaign Planner EMEA, *TechTarget — Newton, MA, July 2017-May 2018*

- Oversaw 100+ concurrent online marketing campaigns for Europe, the Middle East, and Africa.
- Ensured proper setup of new campaigns and controlled delivery of current campaigns to hit necessary deadlines.
- Trained new hires on processes and delegated duties effectively.
- Adapted to rapid and continuous change with ease.

Marketing Intern, *Stageworks Theatre — Tampa, FL, September 2016-May 2017*

- Assisted the managing and artistic directors with expanding promotional campaigns for Stageworks.

- Developed a comprehensive promotional plan that leveraged local media, corporate partners, and local businesses to more effectively promote the theatre.
- Orchestrated a campaign to digitize production archives for use in institutional marketing campaigns.

Marketing Consultant, *Stageworks Theatre* — Tampa, FL, September 2015-November 2015

- Developed a marketing plan for Stageworks Theatre's summer camp program.
- Researched market trends, analyzed local market demographics, and developed feasible recommendations for management to implement.

BOARD EXPERIENCE

Treasurer, *Mannered Mutts Rescue, Inc.* — Bloomington, IN, Sept 2019-Present

- Ensured financial stability by keeping revenues and expenses at healthy levels.
- Provided key oversight on strategic planning initiatives.
- Used nonprofit expertise to draft the articles of incorporation, bylaws, and conflict of interest policy.
- Filed articles of incorporation with the Indiana Secretary of State and received 501c3 status through the IRS.
- Volunteered time to further enable the administrative staff to achieve the organization's mission. Created organization's logo and designed professional quality website.

RESEARCH EXPERIENCE

Research Consultant, *Center for Rural Engagement* — Bloomington, IN, October 2018-July 2019

- Designed research plan to measure arts engagement among youth in the rural community of Nashville, IN.
- Developed a survey instrument in Qualtrics to enable the Executive Director to more effectively develop feasible programming and marketing strategies for rural communities in southern Indiana.

Research Consultant, *University of Tampa* — Tampa, FL, September 2016-December 2016

- Conducted market research to determine how to best increase student arts participation for College of Arts and Letters events at the University of Tampa.
- Designed survey instrument in Qualtrics, collected responses from students, and performed extensive analysis in SPSS.
- Findings were compiled into an easily digestible report with clear recommendations for departmental leadership.
- Presented the Department Chair with strategic recommendations to improve attendance rates. Implementation of recommendations occurred the following school year.

EDUCATION

Master of Arts in Arts Administration

Master of Public Affairs

3.95 GPA

O'Neill School of Public and Environmental Affairs

Indiana University, Bloomington, IN, 2018-2020

Bachelor of Science in Marketing

Bachelor of Arts in Theatre

Magna Cum Laude 3.83 GPA

University of Tampa, Tampa, FL, 2013-2017

OTHER EXPERIENCE

Artistic/Theatrical: acting, stage management, box office, house management, scenic and prop design, sound and light engineering, play analysis and dramaturgy

Software/Tools: R, Qualtrics, SPSS, Stata, Microsoft Excel, InDesign, Photoshop, Dreamweaver, Google Analytics, Google AdWords Search and Display

AWARDS & HONORS

James E. Suelflow Fellowship in Arts Administration

Indiana University, 2019

Tessa E. Byer's Theatre Service Award

University of Tampa, 2017