



# SHANA CASEY

## CREATIVE MARKETING EXPERT

### CONTACT

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Port Orchard, WA 98366

### EDUCATION

**2011–2013**  
**UNIVERSITY OF PHOENIX**

- AA Psychology
- GPA: 3.9

### SKILLS

- Digital marketing strategy & execution
- Brand positioning & messaging
- Web design & development
- CRM & marketing automation
- Email marketing
- Graphic design
- Effective Communication
- Data analytics & reporting
- Social media management & content creation
- Online advertising
- Traditional marketing & communications
- Team leadership
- Project management & remote collaboration
- Strong organizational, analytical, and problem-solving skills

### PROFILE

I'm seeking a dynamic and purpose-driven role in marketing, communications, or public relations where I can bring creative strategy, strong leadership, and hands-on execution to the table. With extensive experience leading marketing and PR efforts across multiple industries—including events, healthcare, real estate, and e-commerce—I've helped small businesses grow through smart, impactful campaigns. I'm passionate about connecting audiences with meaningful stories and ready to take on new challenges that offer room to grow and make a difference.

### WORK EXPERIENCE

**Rainier Foot and Ankle** 8/2022 – PRESENT

Marketing Manager & Specialist

- Developed and executed social media campaigns across multiple platforms, while managing broader marketing efforts including radio ads and community events.
- Analyzed marketing data to evaluate campaign performance and adjusted strategies to optimize results.
- Collaborated with team members to create engaging content and promotional materials aligned with current trends and best practices.
- Skilled in digital marketing tools and platforms with strong analytical, project management, and communication abilities.

**WRAES/Wandering in Time Productions** 6/2016 – PRESENT

Marketing & Advertising Director

- Oversee all marketing, advertising, and budget management for multiple large-scale events, including the Oregon & Washington State Renaissance Faires, Northwest Pirate Fest, and Oregon Celtic Festival.
- Manage year-round social media across platforms (Twitter, Facebook, Instagram), lead promotional efforts including radio, TV, and press outreach, and drive ticket sales through targeted campaigns.
- Develop event merchandise and swag, serve as the primary contact for all marketing-related activities, and monitor sales performance to optimize marketing strategies.

**REIAssistant** 10/2011– 3/2024

Director of Marketing, Director of Client Relations, & HR Director

- Was HR Director from February 2012 – March 2013. Hired, trained, fired employees for virtual assistant company. Became Director of Marketing & New Media & Client Relations Director in February 2013. Responsible for entire web/marketing department. Consult clients on marketing strategies and web work. Build advertisements. Handle SEO, e-mail marketing, blogging, & web building for 200+ clients.

### REFERENCES

**Available upon request.**