

CASEY O'CONNELL

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WRITER | STORYTELLER | CREATOR

Versatile coordinator and manager of written and visual content.
Intuitive, passionate, and proficient in writing, producing, and creative storytelling.

EXPERIENCE

COMMUNICATIONS SPECIALIST Ulster County Executive (*Kingston, NY*) 2/23 – Present

- Research, collect, design, and deliver clear messages on behalf of Ulster County Executive Jen Metzger's Office, utilizing diverse communication tools, including written reports, speeches, media presentations, press releases, newsletters, and social media (content, graphics, video) to foster lasting communication relationships across various topics, events, and initiatives

COMMUNICATIONS MANAGER Woodstock Film Festival (*Woodstock, NY*) 4/22 – 2/23

- Composed and disseminated [press releases](#) to local and national media outlets for one of New York's top Oscar-qualifying regional film festivals
- Created community engagement and developed a marketing strategy that included monthly [newsletters](#), promotional eBlasts, [blog content](#), and social media management to expand the non-profit's social media presence on Facebook, Twitter, Instagram, and TikTok
- Coordinated PR, communications, and guest relations for reputable guests and panelists, including Awkwafina, Ethan Hawke, Amanda Seyfried, and others

MULTIMEDIA MANAGER Lovingly (*Fishkill, NY*) 7/20 – 12/21

- Produced, edited, and strategically deployed video and audio B2B and B2C marketing content
- Creation and management of the [Flower Shop Secrets podcast](#)
- Maintained and managed an editorial calendar and a variety of creative freelancers
- Communicated and resonated with the Lovingly audience through compelling storytelling

CONTENT WRITER Digitech Computer, LLC (*Chappaqua, NY*) 2/20 – 6/20

- Managed project timelines as well as prepared, edited, formatted, and proofread RFPs for local municipalities, hospitals, and ambulatory services

CONTENT CREATOR/WRITER Indiewalls (*New York, NY*) 3/19 – 7/19

- Crafted high-value, high-impact content that was results-oriented and industry-relevant, including but not limited to action-inducing email marketing; SEO-rich [blog posts](#); compelling case studies and white papers; editorials; listicles and link round-ups, and more

SKILLS

- **Content Writing, Copywriting, Proofreading for Social Media, [Press Releases](#), [Blogs](#), [Newsletters](#), eBlasts | *Mailchimp, iContact, GovDelivery***
- **Interviewing, [Film](#) + Digital Video Production, Editing, [Photography](#) | *Adobe Premiere Pro, Lightroom, Photoshop, Avid, Final Cut Pro X***
- **Website + Graphic Design | *Adobe InDesign, Illustrator, Squarespace, WordPress, Canva***
- **Creative [Writing](#)**
- **Podcast + Audio Production | *Audacity, Anchor, Pro Tools***
- **Google Suite, Microsoft Office Suite**
- **Screenwriting for television + film | *Celtx, Final Draft***
- **Monday, Asana, ClickUp, Slack, Teams**

EDUCATION

THE NEW SCHOOL	M.A. in MEDIA STUDIES	2020
WILLIAM PATERSON UNIVERSITY	B.A. in COMMUNICATIONS: MEDIA PRODUCTION	2014