

CASEY SCHELD

+15102095828 | caseyscheld@gmail.com | San Francisco, CA, USA | linkr.ee/caseyscheld

EXPERIENCE

California Historical Radio Society

Communications Director

Alameda, CA, USA

May 2023 - Present

- Guided \$150K+ nonprofit fundraising efforts, handling cross-channel marketing communications and social media management
- Grew social audience 30% in 12 months using advanced data analysis (Google Analytics certified), market analysis, social media tools (HubSpot, Hootsuite), and the Microsoft Office 365 Suite (Microsoft Excel, Microsoft Word)
- Crafted a multi-channel content creation strategy from the beginning, multitasking creative development, brand awareness, brand identity, demand generation, and performance tracking
- Led cross-functional strategy planning, including project management (PMP certified), promotional materials (Canva, Adobe Photoshop, Adobe Premiere, Mailchimp), copywriting, audience development, social media advertising marketing budget, and stakeholder engagement (Cumulus Media)

Gamers Heroes

Managing Editor / Social Media Director

San Francisco, CA, USA

September 2012 - Present

- Built viral YouTube social following (310K+ subs), drew regular website traffic (13M+ visitors/year), and established a strong SoV on multiple campaign KPIs
- Managed AAA game accounts (Nintendo, Xbox), collaborating with game publisher and game developer PR for software, hardware, and aggregate database inclusions (Metacritic)
- Attended trade shows for media relationship building, networking around digital products for consoles, iOS/Android mobile app architecture, PC/MacOS video game IP, and digital platforms
- Implemented project plans for agile, interpersonal team leadership (Airtable/Asana/Smartsheet), analyzed performance metrics, utilized creative copywriting writing skills, and collaborated on SEO/SEM strategy for continuous business development, content management, branding, team efficiency, and brand consistency

Informatica / Salesforce

Social Media Manager

Redwood City, CA, USA

February 2022 - June 2023

- Led 19% social media platform growth and 34% website traffic growth YoY through a targeted B2B enterprise marketing growth strategy around advanced AI iPaaS implementation
- Aided in \$1.5B GAAP total revenue generation through partner marketing opportunities (Oracle, Microsoft) and social media optimization via Meta (Facebook, Instagram, WhatsApp, Threads), Twitter/X, LinkedIn, YouTube, TikTok, Bluesky, and Reddit
- Guided international business strategy with advanced big data analytics (Power BI, Tableau), strong brand guidelines, analytical skills, customer advocacy programs, intranet systems, real-time customer engagement, and business intelligence
- Led real-time data-driven decision making around cloud computing initiatives (Google Cloud/AWS/Azure/Snowflake), storytelling (ESG DEI), and other global initiatives

Sitecore

Social Media Specialist

San Francisco, CA, USA

May 2016 - February 2022

- Drove 68% growth YoY from paid social multi-channel campaigns, complete with earned digital advertising placements with MarTech/FinTech executive thought leaders (WSJ)
- Utilized social listening and CRM data platform forecasting systems (Meltwater, Sprinklr, Salesforce, SAP), scaling ROI, brand positioning, content performance through digital marketing content, audience engagement, customer acquisitions, and MQLs
- Led best practices around social media communications, timeline planning, art direction (logos, typography, brand management), web accessibility, video production (Adobe Premiere, Final Cut Pro, Figma), and other enterprise services
- Formed company-wide content standards regarding crisis communications, press relations (PR Newswire) agency management (Freeman), and customer stories (Aston Martin)
- Spearheaded communication strategies around event marketing, budget management (POs), client relationships, recruitment, education, and influencer marketing (Sitecore MVPs)

Simpler Media Group

Community Manager / Marketing Operations Specialist

San Francisco, CA, USA

June 2014 - May 2016

- Drove 17% website traffic growth in 12 months, optimizing business performance metrics through user feedback (SurveyMonkey), social campaigns, market trends, community management, and brand voice insights
- Secured 100+ strategic partnerships with top B2B enterprise leaders (Gartner, Forrester) for technology webinars, podcasts, international events, and purchase orders (POs)
- Formed B2B communications roadmaps, Google Ads growth opportunities, affiliate marketing advertising campaigns (white papers, case study materials), and workflow apps (Jira, Slack, SharePoint) with executive leadership
- Led user-centered design CRO (paid media A/B testing), back-end governance compliance (GDPR), and tag management (UTM) through end-to-end marketing automation tools (Constant Contact, Marketo)

EDUCATION

Los Angeles Pacific University - Master of Arts (MA)

Thomas Edison State University - Bachelor of Arts (BA)