

# CASEY SCHELD

+5102095828 | caseyscheld@gmail.com | San Francisco, CA, USA | [linkr.ee/caseyscheld](http://linkr.ee/caseyscheld)

## EXPERIENCE

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### 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, 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

*Editor-in-Chief / Social Media Director*

**San Francisco, CA, USA**

*September 2012 - Present*

- Built viral YouTube social following (325K+ subscribers), drew regular website traffic (13M+ visitors/year), and established a strong SoV around 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 Tier 1 industry events (CES, GDC), networking around digital products for video game consoles, iOS/Android mobile devices, PC, and other digital platforms
- Implemented project plans for an agile team leadership style (Airtable/Asana/Smartsheet), analyzed performance metrics, utilized creative copywriting, defined brand voice, and collaborated on strategies around SEO/SEM, content management, branding, and growth opportunities

### Informatica

*Social Media Manager*

**Redwood City, CA, USA**

*February 2022 - June 2023*

- Led 19% social media platform growth and 34% website traffic growth YoY through 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 through advanced big data analytics (Power BI, Tableau), strong brand guidelines, analytical skills, customer advocacy programs, 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 additional global initiatives

### Sitecore

*Social Media Manager*

**San Francisco, CA, USA**

*May 2016 - February 2022*

- Drove 68% growth YoY from paid social multi-channel campaigns, implementing earned digital advertising placements with MarTech/FinTech executive thought leaders (WSJ)
- Utilized social listening and CRM data platform forecasting systems (Meltwater, Sprinklr, SAP), scaling ROI, brand positioning, content performance, 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 additional enterprise services
- Established company-wide content standards on crisis communications, press relations (PR Newswire), celebrity talent (CAA), 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 Manager*

**San Francisco, CA, USA**

*June 2014 - May 2016*

- Drove 17% traffic growth in 12 months, optimizing business performance metrics through user feedback (SurveyMonkey), social campaigns, market trends, community management, and brand insights
- Secured 100+ strategic partnerships with 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

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**Los Angeles Pacific University - Master of Arts (MA)**

**Thomas Edison State University - Bachelor of Arts (BA)**