

MOLLY CASEY

mollyccasey@outlook.com | 720-841-5087
Denver, CO | Remote

Core Skills

- Press release production
- Media pitching
- Project research
- Writing for web, print, and video
- SEO-focused content creation
- Video and podcast production
- Hosting and facilitating promotional and special events
- Public speaking, presenting, and networking

Technical Skills

- Adobe Creative Suite
- Microsoft Office Suite
- SharePoint
- Cision Cloud Platform
- Meltwater
- Web and united content management systems
- Website development
- Search engine optimization
- Social media management
- Camera, audio equipment
- Video and audio editing

Professional Qualities

- Organized and strategic
- Strong interpersonal skills
- Collaborative and flexible
- Excellent written and verbal skills
- Reliable and accountable
- Self-motivated and dedicated
- Deadline oriented

Personal Statement

My background in journalism gives me unique insights and skills that are extremely useful in public relations and content creation. I enjoy bringing aspects of storytelling into my work to drive engagement and results.

Education

University of Denver

Master of Arts
Communication Management –
Concentration in Marketing
August 2018-July 2021

Chapman University

Bachelor of Fine Arts
Television and Broadcast Journalism
and Production
August 2013-May 2017

Professional Work

MC Media – Founder

March 2021 – present

- Develop and execute public and media relations plans to increase client visibility.
- Produce press releases and media pitches that are unique and well-crafted to secure coverage; track and report analytics.
- Monitor client media coverage, respond to media inquiries, assist in scheduling media interviews, assist in interview preparation.
- Develop thought leadership content, such as blogs and presentations, to position client as an industry leader.
- Write search engine optimized web content, such as page descriptions and blogs, to drive organic web traffic.
- Storyboard and produce marketing and branding videos to be used on client websites and social media channels.
- Produce podcast episodes, manage guest interviews from pitching and scheduling to interview preparation and recording.
- Develop, build, and manage client websites.

Medical Solutions – Public relations specialist

July 2022 – present

- Produce engaging pitches for local and national media; build and maintain relationships with relevant media contacts; review and respond to media inquiries; research and pitch sponsored content opportunities.
- Produce presentation abstracts for subject matter experts; produce full presentations in conjunction with SME.
- Research and produce award applications for company and leadership.
- Analyze and report public relations metrics; use analytics to inform future public relations plans.
- Identify opportunities to craft thought leadership content, share relevant content with commentary, or share company news on behalf of our Chief Executive Officer.

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Vertafore Inc. – PR and Social Media Specialist

June 2021 – June 2022

- Produced pitches and byline topics for Vertafore subject matter experts.
- Produced and managed corporate social media calendar; produced graphics and copy for social posts; responded to customer complaints and inquiries; produced prewritten social posts for employees based on company content.
- Produced press releases; distributed for executive approval; coordinated press release distribution with external public relations firm.
- Tracked company coverage and mentions; analyzed coverage for reach, sentiment, potential follow up, and domain authority.

National Jewish Health – Marketing Specialist

March 2020 – June 2021

- Produced marketing materials and plans for clinical; analyzed metrics to create outcome reports and next steps.
- Identified and produced patient stories; created social content for story; created and maintained patient story website.
- Produced internal quarterly newsletter sent to National Jewish Health employees and employees of joint-operating hospital, St. Joseph Hospital.
- Produced and managed web content on the internal and external website using the united content management system, Kentico.

Healthgrades – Communications Coordinator

May 2019 – January 2020 (corporation-wide layoffs)

- Produced media pitches and requested articles; cultivated media relationships and content calendars; created media tracking and reporting.
- Created and maintained content calendars for web, social media, and blog content; pitched and produced blog and social media content – written and visual; metric tracking and reporting.
- Pitched and produced internal feature articles; developed and executed internal communications campaigns; developed and maintained internal content calendar.
- Maintained and updated company intranet and maintained blogs and press room on external facing website.

San Luis Obispo Chamber of Commerce – Remote Content Producer and Communications Assistantship

May 2018 – May 2019

- Worked remotely with the communications team to produce video content for the website, YouTube, social media pages and newsletters.
- Edited member submitted press releases for AP style; edited member photos via Photoshop for web and social media usage.
- Filmed and edited promotional and informational videos to be posted on websites and social media pages.
- Created itineraries and budgeted trips for visiting social media influencers, writers, and business groups.

NBC Local News Affiliates - Multimedia Journalist & Producer

June 2017 – May 2018

- Researched and pitched stories, scheduled and conducted interviews, operated camera and audio equipment, wrote scripts, built graphics, edited video for broadcast, appeared live on-air, and produced newscasts.
- Built and maintained community relationships with law enforcement, community organizations, and businesses.
- Monitored and reported on breaking news through live broadcast reports and social media.
- Wrote and published web articles with package videos; managed station website.