**Casey Carter**

https://www.linkedin.com/in/casey-carter | 205.348.2691 | casey.carter@gmail.com | https://ccarter.wixsite.com

**EDUCATION**

**Bachelor of Arts in Communication and Information Sciences**, May 2025

The University of Alabama, Tuscaloosa, AL

Major: Communication Studies Minor: Advertising and Public Relations

GPA: 3.97/4.0

**WORK EXPERIENCE**

*Marketing and Sales Intern* | Chick-Fil-A, Tuscaloosa, AL, May 2023 – Present

* Foster client relations through needs-based promotional activities, events, and creative advertising designs
* Create weekly 5+ promotional assets in Adobe InDesign to be used in student-facing promotions
* Process weekly 10+ catering orders and connect them to 1 of 6 local stores, while maintaining accurate billing records

*Marketing Communications Intern |* Mirion Technologies, Atlanta, GA, May 2022 - August 2022

* Analyzed company social media platforms (LinkedIn and Twitter/X) and developed strategies for growth and greater engagement, primarily LinkedIn marketing
* Created branded content for internal and external use with Adobe InDesign and Adobe Photoshop
* Supported new product launches, website re-design and Mirion Connect conferencepromotion
* Wrote content for the website, feature stories, and news releases, and proposed hashtags for use with 7+ projects and events

**PROJECT WORK**

*Account Executive* | Public Relations Campaigns class project, January 2024 - May 2024

* Led a group of six to develop an integrated marketing campaign for Tuscaloosa Metro Animal Shelter
* Conducted market research and created 5+ digital and print promotional pieces using Adobe Illustrator
* Presented to clients effective strategies to increase pet adoption and reduce overpopulation through spay/neuter education
* Managed donated work time to stay within a $4,000 budget

**LEADERSHIP EXPERIENCE**

*Director of Student Engagement |* Industry Immersion, Tuscaloosa, AL, August 2023 - Present

* Work closely with Director of Recruitment + Marketing to engage with past, present and future participants through giveaways, contests and shoutouts on Instagram
* Recruit diverse alumni (5 per trip) and participants during trip planning process and reach out to diverse organizations on campus for recruitment
* Create on Microsoft Excel and maintain a database of past and present trip participants for future engagement and networking opportunities
* Develop post-trip engagement survey on Qualtrics to gauge participants’ interests and thoughts on their trip experience and find areas for improvement
* Conduct 9 post-trip debrief meetings with 100+ participants

*Student Leader |* First-Year Interest Groups (FIG), Tuscaloosa, AL, August 2023 - Present

* Mentor a group of 3 first-year C&IS students through monthly group meetings, weekly communications and individual meetings to help students navigate their first year at The University of Alabama
* Communicate weekly campus and college updates to FIG group including programming, workshops, activities, and campus happenings to keep students engaged, connected and comfortable with UA

**STUDY ABROAD**

*C&IS In France* | Paris, France and Cannes, France, June 2023

* Collaborated daily with 16 students by reflecting on the conference’s events and local culture
* Improved written and verbal communication skills by attending 20+ seminars and workshops during the conference