


CASEY LYNCH, MBA

DIGITAL MARKETING SPECIALIST

 caseyelizabethdesign@gmail.com

 Rochester, NY

TECHNICAL SKILLS

Marketing/CRM Platforms:

- Keap
- Vbout

Email Marketing:

- Constant Contact
- Keap
- Mailchimp

Social Media:

- Facebook
- Instagram
- LinkedIn
- Later (scheduling)
- Youtube

Advertising & Analytics:

- Google Ads
- Google Analytics
- Print Advertising
- Facebook & Instagram ads
- PowerReviews
- Neilson Database

Design & Content Creation:

- Adobe Creative Suite
- Canva
- Flipsnack

Content Management System:

- Wordpress
- Oracle
- Shopify

Additional Skills:

- Microsoft Office Suite
- Adobe Events
- Google Suite

EDUCATION

Masters Degree in Business Administration - Marketing

2021 - May 2023

- University of Hartford

Bachelors Degree in Visual Communications Design

Sept. 2016 - May 2020

- University of Hartford

WORK EXPERIENCE

The Hartford (Hartford School of Insurance)

Remote

Dec. 2020 - Current

Digital Marketing Specialist

In my current position, I leverage the brand standards for Hartford School of Insurance to market their full suite of programs in a B2B manner to insurance agents and agencies.

- Create a marketing plan and budget, including email marketing, social media marketing, paid advertising (both digital and print), content marketing and website optimization
- Conduct market research to understand audience needs, as well as hiring & training habits relevant to the marketing produced.

Beverage LO-NO Distribution Inc.

Remote

Feb. 2021 - Jan. 2022

Brand Consultant

This was a freelance position that allowed me to work with the company's founder to develop the brand from scratch. This included logos, brand guidelines, website, marketing brochures, social media and custom photography.

Gateway Financial Partners

Glastonbury, CT

Jan. 2020 - Dec. 2020

Visual Communication & Marketing Specialist

My primary responsibilities included designing marketing pieces for clients and prospective clients, creating social media content and calendars, and working with the advisors to create social media plans and email marketing. Additionally, I assisted in conducting intern interviews and managing interns by assigning projects and providing feedback.

Gateway Financial Partners

Glastonbury, CT

Aug. 2018 - Jan. 2020

Visual Design Specialist

My primary responsibilities included creating marketing pieces, such as invitations and guide books while following the strict guidelines of Gateway Financial Partners brand guide. I would assist in the creation of emails and web pages, based on the information provided by advisors.