



CASEY BOWEN

Public Relations | Marketing

CONTACT

✉ ccaseybowen3@gmail.com

☎ (704)-430-8760

🏠 137 Cedar Crest Circle
Auburn, AL, 36849

EDUCATION

BA: PUBLIC RELATIONS COMMUNICATION

MINORS: MARKETING & SPANISH

Auburn University *Graduate*
Auburn, AL 2018

RELEVANT COURSES

- Digital Style & Design in Public Relations
- PR Campaigns
- PR Case Studies
- Multimedia Writing in PR
- PR Research
- Social Media & PR
- Magazine & Feature Writing
- AP Style
- Marketing Channels & Systems
- Retail Management
- B2B Marketing

STUDY ABROAD

MEDIA STUDIES & SPANISH CONVERSATION

Oglethorpe University *Summer*
Barcelona, Spain 2016

EXPERIENCE

THE BRANDON AGENCY

Public Relations & Social Media Intern | June - Aug. 2017

- Drafted and distributed press releases and press kits
- Developed media lists and databases
- Contacted influencers to promote different clients
- Create content calendars for social media clients
- Monitored news coverage for clients
- Researched and compiled PR/Social competitive analysis for major client & competitors

ELLA B. CANDLES

Public Relations, Social Media, & Product Development Intern | May 2016

- New product research and development for a new merchandise line
- Assisted with social media content and managing social platforms
- Website building and design
- Represented Ella B. Candles at industry trade show

ANNE NEILSON HOME

Account Management and Sales Intern | July 2015

- Represented Anne Neilson Home at Atlanta's Merchandise Market trade show
- Managed wholesale orders and new accounts

LEADERSHIP & INVOLVEMENT

- National Society of Leadership & Success 2017- Present
- Free Textbooks | Student Sales Representative Sept. 2015- May 2017
- The Big Event | Project Coordinator March 2016
- Phi Mu Sorority | Philanthropy Committee 2015

SKILLS

- AP Style
- Constant Contact
- Meltwater
- Hootsuite
- WordPress
- Research Analysis
- Media Relations
- Product Marketing
- Verbal/Written Communication
- Building/Maintaining Relationship