






HEATHER CASEY

PRODUCER / EDITOR

CONTACT

-  West Chester, PA
-  484 364 1833
-  hrcasey@outlook.com
-  [linkedin.com/in/heathercasey](https://www.linkedin.com/in/heathercasey)
-  <https://heather1220.wixsite.com/heathercasey>

EDUCATION

Bachelor of Arts: Communications:
Digital Multimedia – Broadcasting
Susquehanna University
2016-2020

- Broadcast Education Association
- Association for Women
in Sports Media

SKILLS

Creative Problem Solving
Project Management
Quick Learner
Attention to Detail
Time Management
Verbal Communication
Easily Adaptable

EXPERTISE

Video Production Process
Content Development
Adobe Creative Suite
Graphic Design
Sports Media
Social Media
Photo Editing



PROFESSIONAL PROFILE

Skilled Digital Multimedia Content Producer offering years of expertise in overseeing all aspects of production. Desiring to experience the field first-hand and apply innovative work while pushing beyond set expectations.

PROFESSIONAL EXPERIENCE

MULTIMEDIA CONTENT ASSISTANT PRODUCER

BetMGM | August 2021-Current

- Working on key multimedia campaigns from start through to completion.
- Developing, scheduling, and assisting with production process on social team.
- Generating ideas and liaising with internal and external talent to create daily episodic video content.

PRODUCER / EDITOR

CCL Communications | West Chester, PA | April 2019-August 2021

"Down the Line with Charlie and Bo" (May 2021-Current)

"What's Brewing" (June 2019 - May 2021)

"Inside Golf" (June 2019 - May 2021)

"Philly Pheud" (Oct 2019 - March 2020)

- Coordinate with producers and on-air talent to create program content, new ideas, and segments.
- Handle microphones, camera set-up, lighting, direct talent, and operate camera for television productions.
- Perform post-production work, including logging footage, assembling raw material, editing sound and sequences, adding graphics, and providing a final product within time and budget constraints.
- Design, present, and make creative use of footage to craft new content on social media platforms.

VIDEO PRODUCER

Lense Flare Video Production | Susquehanna University | Jan 2017-May 2020

- Wrote program content and produced broadcast segments for two weekly studio productions, "Coach's Corner" and "Student Spotlight."
- Produced, directed, and edited unique and engaging content for range of social media platforms including Twitter, Facebook, Instagram, and YouTube.
- Scheduled shoots and set up filming by communicating with talent and crew.

MEDIA PRODUCER

Athletic Communications | Susquehanna University | Jan 2017-May 2020

- Oversaw creative development and filming of different types of video content.
- Created, produced, and edited weekly original series, "Meet the Hawks", for use on multiple platforms for Susquehanna Athletics social media.
- Touched-up still photos using Adobe Photoshop and create graphics in After Effects to develop marketing content such as promotional materials and advertisements for social media.