




Casey Carlisle

 Website: caseycarlisesocial.com

 Email: caseycarlisesocial@gmail.com

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About Me

- I'm a freelance social media strategist based in St. Louis with 5+ years of experience in organic and influencer strategy.
- Grown engagement for international brands by more than 350%.
- I'm a fangirl that lives and breathes internet culture & fandom.
- Driven by data, anchored in authenticity.

Skills

- Social Media Strategy
- Community Management
- Influencer Marketing
- Live Event Coverage
- Content Creation
- Graphic Design / Illustration
- Video Editing
- SproutSocial & Emplifi
- Adobe Creative Suite
- CapCut, Final Cut Pro
- Canva, Figma

Education

University of Missouri
Bachelor of Journalism,
Strategic Communication
Bachelor of Arts, Geography

Université libre de Bruxelles
Brussels, Belgium

Experience

Casey Carlisle Social ✦ Based in St. Louis, MO

Founder, March 2026 – present

- Providing freelance social media strategy services, including content creation, community management, influencer marketing support, and more depending on client needs.

Entertainment Cruise Productions ✦ St. Louis, MO

Marketing Content & Partnerships Manager, June 2025 – March 2026

- Owned end-to-end content strategy for five themed cruises, including Star Trek: The Cruise, Comic-Con: The Cruise, and others.
- Led social media strategy, copywriting, content creation, and community management across platforms—growing follower counts by +38% and engagement by +103% in first 6 months.
- Managed partnership initiatives, working directly with onboard Talent and influencers to support cruise promotions and drive brand visibility.

Moosylvania Marketing ✦ St. Louis, MO

Senior Brand Strategist & Content Manager, January 2024 – April 2025
Brand Strategist & Content Manager, February 2023 – January 2024
Content & Community Manager, October 2021 – February 2023




- Led social strategy, content calendars, social analytics reporting, and community management for 10+ clients, including national alcohol brands like RumChata and Soonhari Soju.
- Grew engagement by 350%+ through insight-driven strategies for clients like Soonhari Soju.
- Oversaw successful influencer campaigns that generated millions of impressions and high engagement.
- Promoted to a senior role, led a team of strategists to exceed KPIs.

Coegi ✦ St. Louis, MO

Social Media Specialist, April 2021 – October 2021

- Managed paid social media campaigns for clients like William Jewell College, Metronet, Fellowes, and more on Meta, Pinterest, and LinkedIn.
- Analyzed, optimized, and reported on campaigns throughout their run to ensure success and that KPI goals were being met.

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Experience

University of Missouri + Columbia, MO

Digital Marketing Assistant, September 2019 – April 2021
Marketing Intern, June 2019 – September 2019

- Managed and created content for 9+ university-affiliated social media accounts, including The Mizzou Store.
- Wrote copy, designed graphics, and photographed products, students, and events for digital and print channels.

FTI Consulting + Brussels, Belgium

Corporate Reputation Intern, January 2020 – April 2020

- Developed communications materials for various Fortune 500 clients lobbying within the European Union.
- Wrote copy, designed social graphics, and scheduled posts for internal and client social platforms.