

CASEY FROST

Williamsburg, VA | Harrisonburg, VA

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Website/portfolio: <https://www.caseyfrostcreative.com/>

EDUCATION

Student at James Madison University (August 2021-Expected May 2025)

- **B.A in Communication Studies** (Concentrating in Public Relations)
- **B.A in Media Arts and Design** (Concentrating in Creative Advertising)
- **GPA:** 3.6

EXPERIENCE

Assistant Director of Public Relations

Bluestone Communications | Aug. 2024-Present

- Collaboration with the executive board to effectively manage and oversee firm-wide activities.
- Manage all associated social media accounts.
- Edit and post a minimum of 20 blog posts to the firm website by December.
- Oversee and mentor an account team.
- Assist in developing strategic plans to meet organizational goals and objectives.

Marketing Intern

Henderson, Inc. | May 2024-Aug. 2024

- Planned and created social media templates.
- Utilized InDesign to create resume templates, banners, advertisements, business cards, and more.
- Filmed and edited videos used for the company YouTube, pre-bid packages, award submissions, and more.

Account Executive

Bluestone Communications | Jan.2024-May 2024

- Participated in background research, developed strategies, objectives, and tactics, created graphics, pitched to media.

Summer Camp Counselor

Williamsburg Indoor Sports Complex | May 2022-Mar. 2024

- Communicated with parents/guardians of children to ensure clear and concise information exchange regarding their children.
- Managed the Instagram account associated with the camp group.

Track Lead/Trainer

Go Karts Plus | Mar.2018-Aug. 2021

- Trained new employees, informed them about safety policies, and prepared new hires for their safety assessments for each attraction in the park.
- Served a Supervisory position as a Track-Lead, was accountable for ensuring all safety protocols were followed, handled customer complaints/questions, and communicated problems to management.

ACTIVITIES

President

Lambda Pi Eta (National Communications Honor Society) | Jan. 2024-Present

Member

Dancing Dukes | Aug. 2021-Present

HerCampusJMU | Aug. 2023-Present

Public Relations Student Society of America (PRSSA) | Jan. 2024-Present

Event Planning

Senior/Faculty Award Ceremony | Apr. 2024

- Headed committee of students to plan the award ceremony and presented opening speech
- Planned ceremony scripts, food menu, designed invitations, hired photographers, created ceremony playlist and more.

Bluestone Communications Showcase | Dec. 2024

- Worked with the rest of the executive board to plan a firm showcase for our clients, professional advisors, faculty, and more.

Dancing Dukes Recital | Fall 2023

- Collaborated with one other recital coordinator to plan a 150-person dance recital for Dancing Dukes.
- Created promotional material, fundraisers, programs, multiple organizational documents, and decorations.

HONORS AND AWARDS

Robert L. and Barbara C. Duke Scholarship

James Madison University | Aug. 2024

Daphne L. Dailey Memorial Scholarship

Public Relations Society of America Richmond Foundation | Sep. 2024