

# CASEY LOFRESE

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Help the FSP solutions business create communications across a myriad of channels via:  
Content Strategy - Digital Marketing - Project Management - Team Leadership  
Brand Building - Event Planning - Tool and App Expertise - CX Strategy

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## EXPERIENCE

Nine Sky Consulting - RTP, NC

**Senior Project Manager**

**Since 11/2023**

- Advise and train client in content marketing strategy, systems and execution

Atlantic Research Group - Charlottesville, VA

**Associate Director of Marketing**

**8/2022 - 10/2023**

**Marketing Manager**

**12/2017 - 7/2022**

- Strategized and developed content with internal and external SMEs to support business objectives ([RBQM paper 2021](#), [global offices release 2020](#), [short film 2020](#))
- Led teams in marketing projects ([new website 2023](#), [webinar series 2021-22](#))
- Adapted to business pivots, milestones and evolving services (integration of UK strategic acquisition in 2018, anniversary logo design in 2019, [new surgical content 2023](#))
- Managed all marketing operations (database, automation, media channels, prospect research, campaigns, outreach, content, metrics, conferences, vendors)
- Contributed guidance, steadiness, camaraderie and humor to team and organization

Sumus Development Group - Cary, NC

**Director of Marketing and Client Relations**

**1/2016 - 12/2017**

**Marketing Manager**

**1/2015 - 12/2015**

- Managed and executed business advisement projects (market research, M&A guidance, acquisition integration, organizational structure, systems and process optimization)
- Led marketing initiatives for both Sumus and clients (competitive analyses, go to market strategies, brand development, [thought leadership](#), campaign and content development)

Independent Consultant - Raleigh, NC

**Marketing and Content Strategist**

**1/2010 - 12/2015**

- Planned and executed marketing campaigns, branding initiatives, new websites
- Created original materials in collaboration with SMEs (white papers, data sheets, case studies, releases, blog posts, customer spotlights, feasibility reports, [journal articles](#))

Cardinal Gibbons High School - Raleigh, NC

**Teacher**

**7/1994 - 6/2009**

- Taught World Literature, British Literature, American Literature Honors, and Journalism

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## EDUCATION

**MS in Technical Communication** - N.C. State University, Raleigh, NC

**12/2003**

**BA in English** - Wesleyan University, Middletown, CT

**6/1992**