

CASEY HALTER

WRITER | STRATEGIST | CONTENT DESIGNER

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KEY EXPERIENCE

Trollback + Company 2019 - 2021	Copywriter & Strategist Leads copy, strategy, and editorial efforts at the award-winning branding & design studio, with specialties in naming, tone of voice, content strategy, social media, brand strategy, and verbal design. Past clients include Disney, FX, ESPN+, Casper, Acorn TV, Samsung, Smithsonian Channel, West Elm, FX, AMC, FOX Entertainment, Marriott International, IMAX & many others.
Texture Group 2016 - 2018	Senior Copywriter Freelance copy and strategy at an independent creative studio based in Brooklyn, NY specializing in start-ups and local businesses across the NY area. Working under award-winning strategist Bob Maynard, we collaborated with NY agencies Character and Trollback on a variety of branding and naming projects, including Harry's, Circa Brewing Co, Linhaus Jewelry, and others.
Silica Magazine 2016 - 2020	Editor-in-Chief Founder, lead editor, and features writer for an experimental, multi-platform magazine investigating the ecological, and technological phenomena of our world. Collaborating annually with Engadget, Oath Media, and an international collective of writers and artists, each issue combines digital art and longform reporting on the cutting edge of environmental discourse..
Smart + Strong Media 2013 - 2016	Assistant Editor & Reporter Writer, editor, and social manager for Smart+Strong's award-winning suite of health information, patient advocacy & social justice magazines including POZ, HEP, Real Health, Tu Salud, and Cancer Health. Reporting beats included HIV/AIDS activism, addiction & harm reduction, sex education, community empowerment, healthcare policy, and stigma.

SIDE PROJECTS

Pro-Bono Copywriting For a number of CBOs + nonprofits including Harvest House WNY, .movtogether, Civic Nation
Freelance Journalism Covering science, tech, and culture at VICE, Adweek, SYFY, Bustle, Campaign & many others.

EDUCATION

New York University 2009-2013	College of Arts & Sciences Double-majored in Journalism (print & digital track) and Middle Eastern & Islamic Studies. Minored in Modern Standard Arabic. Internships at NYU Press & the ALC Journalism Institute.
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SPECIALTIES

● Creative Strategy Branding, naming, research, positioning, tone of voice	● Content Ecosystems Editorial frameworks, content strategy, copywriting, activation	● Brand Storytelling Scripts, speeches, campaigns, social & branded content	● Verbal Design UI/UX writing, product copy, systems thinking & syntax
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