

# RACHEL CASEY

## PROFILE

Experienced information professional with a demonstrated history of planning, promoting, and executing educational public programming for diverse audiences.

## EXPERIENCE

### ADMINISTRATIVE & COMMUNICATIONS COORDINATOR

*Cinema & Television Department, Westphal College of Media Arts & Design  
Drexel University, Philadelphia, PA | September 2018 – Present*

- Assist students with registration for courses.
- Pull data reports requests from Hyperion for faculty members.
- Update curriculum changes in Courseleaf
- Design and distribute quarterly department newsletter.
- Create publicity materials and digital assets for department events.
- Communicate with academic offices across the university to confirm student enrollment and academic scheduling.
- Maintain and utilize multiple social media channels for CineTV department.
- Update department website and directory using Sitecore.

### SENIOR LIBRARY ASSISTANT (PROGRAMS & PUBLIC RELATIONS)

*Monmouth County Library, Manalapan, NJ | September 2012 – September 2018*

- Plan movie screenings; introduce films and moderate film discussions with patrons.
- Confirm compliance with movie licensing copyright law for film screenings.
- Manage online and printed publicity calendar for 13 library branches.
- Use social media to promote upcoming programs and engage with patrons.
- Assist with distribution of monthly online newsletter and postcard mailers.
- Plan, promote, and present programs including international film series, filmmaker visits, concerts, zine workshops and film festivals.
- Set up and maintain registration forms for events.
- Assist with scheduling rooms for meetings and programs.
- Gather statistics and feedback from attendees to optimize programs.
- Coordinate with art department to develop & distribute marketing material for events.
- Set up of A/V equipment for programs including livestreams and author Skype in.

### CLERK

*Monmouth County Tax Board, Freehold, NJ | March – September 2012*

- Administrative tasks including record maintenance, data entry, & document scanning.

### INTERN

*Ground Control Touring, Brooklyn, NY | May - August 2011*

- Provided copy editing and confirmed tour itineraries for artists.
- Generated news content about bands and sent out promotional material.

## EDUCATION

MSI, Library & Information Science  
Drexel University  
Philadelphia, PA  
2019 - Current 4.0 GPA

BA, Cinema Studies  
Binghamton University  
Binghamton, NY  
2007 - 2011 3.76 GPA  
Student Association Programming Board

## SKILLS & EXPERTISE

Program Coordinating  
Community Outreach  
Communications Strategy  
MS Office Suite & Google Apps  
Project Management  
Social Media Marketing  
Basic XML/HTML/CSS  
Customer Service  
Public Relations  
Adobe Spark  
Data Entry

## PROFESSIONAL ASSOCIATIONS

**Member**, American Library Association  
(ALA), September 2019 – Present

**Member**, Pennsylvania Library Association  
(PaLA), September 2019 - Present