

CASEY HARE

CONTACT

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Email

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Address

Charlotte, NC

EDUCATION

James Madison University

2009 - 2013

**B.S. in Writing, Rhetoric, and
Technical Communication**

Minor in Creative Writing

SKILLS

- Team Management
- Content Strategy
- Content Management
- Project Management
- SEO
- Account Management
- Technical Writing
- Creative Writing

SOFTWARE

- Microsoft Office
- Google Workspace
- Dropbox
- Semrush
- Adobe Creative Suite
- Figma
- WordPress
- Google Analytics

ABOUT ME

Results-oriented professional with a proven track record in creative problem-solving, content strategy, project management, and client-facing communications. Skilled at seamlessly bridging the gap between complex challenges and practical solutions, I drive projects from conception to successful implementation while building strong, lasting client relationships.

EXPERIENCE

2022 - 2025

Lazarus Design Team | Charlotte, NC

Team Manager - Design & Development

Sept 2024 - Mar 2025

- Led a team of web developers, graphic designers, project managers, copywriters, and freelancers to deliver high-quality creative projects across multiple platforms.
- Provided leadership insights on team performance, identified opportunities for business growth, and implemented strategies to improve team efficiency.
- Handled new employee onboarding, conducted performance reviews, and guided team members in setting and achieving professional development goals.
- Oversaw the success of the website and design team by handling client escalations, scoping projects for the sales team, and ensuring seamless project execution within deadlines.

Content Strategist & Senior Project Manager

Aug 2023 - Mar 2025

- Managed phase one of full-stack marketing projects, including brand identity, logo and website design, SEO, copywriting, and project timeline management.
- Worked closely with clients to understand their goals and crafted copy, site structures, and calls to action that aligned with their vision and objectives.
- Enhanced website performance by implementing data-driven design and content strategies to boost digital engagement.
- Developed internal processes and best practices to support scalability in a fast-growing startup environment.

Project Manager

Jun 2022 - Aug 2023

- Acted as the primary point of contact for clients throughout the website design and development process, ensuring seamless communication and satisfaction for an average of 10 projects at any given time.
- Owned the end-to-end website build process, managing milestones, project requirements, content, brand research, and overseeing wireframing, UX design, QA, and development.

Marketing Coordinator

Mar 2022 - Jun 2022

- Conducted in-depth keyword research and implemented SEO strategies to improve search rankings and organic traffic.
- Established and managed content strategy, overseeing the creation of 10-12 blog posts per month.
- Optimized paid advertising campaigns by aligning with client budgets, tracking performance metrics, and refining high-performing ads for maximum ROI.

2020 - 2022

Better.com | Charlotte, NC

Loan Consultant

- Guided loan applicants through the online application process, analyzed financial profiles, and educated prospective homeowners on loan procedures. Worked with applicants and realtors to secure home loan approvals and prepared documentation for Underwriting. Finished 2021 within the top 3 individual contributors for the sales team based on three key performance indicators.

2019 - 2020

American Tire Distributors | Huntersville, NC

Internal Account Manager

- Educated accounts on ATD's new mobile transaction app, highlighting key benefits and driving adoption. Developed targeted email marketing campaigns for tire manufacturer programs to enhance dealer engagement and brand participation. Consistently exceeded sales targets, achieving over 100% growth within my book of business.