

# Casey Ochoa

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## PROFESSIONAL EXPERIENCE

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### **FSC INTERACTIVE, New Orleans, LA**

*Community Manager, Oct. 2016 – present*

- Post, schedule and promote social media content across all social media platforms with an understanding of post time optimization through platform insights.
- Strategically implement and monitor hashtags and brand related accounts to increase client/brand visibility and followers.
- Monitor all social media platforms on behalf of multiple clients/brands and actively engage with consumers in designated brand tone of voice.
- Write and communicate professionally on behalf of the clients/brands, including daily replying to posts, tweets, and other digital content for clients including Visit New Orleans, GoNOLA504, Bayou Classic, Pralines & Cream Liqueur and Loyola University.
- Prepare goal-oriented digital marketing audits and strategies that are supported by metrics - website traffic, engagement, conversions and lead generation for new and potential clients.
- Work closely with account and creative teams to help develop creative, results-driven social campaigns including One Time, in New Orleans, Hispanic Heritage Month, Be A Tourist and COOLinary.
- Provide support in terms of content creation on all social media platforms, client service, reporting through Dash This, monthly editorial meetings, and live-event coverage for all clients.
- Developed and implemented agency Influencer marketing service line including identifying Influencers, writing contracts, providing creative asks, pricing and managing Influencers.
- Contributing writer to over 10 pieces on [gonola.com](http://gonola.com), which resulted in one [post](#) receiving over 15,000 views in just one week.
- Develop and implement paid media strategies across social platforms, including dynamic targeting, routine optimization and comprehensive testing; manage more than \$20,000 in annual client paid media spending.
- Educate clients on emerging digital trends that address business objectives, target markets and competitors.
- Speaker at Digital Summit Detroit (2018), Council for Advancement and Support of Education (CASE) Social Media Conference (2018) and Loyola University.

### **SASSO AGENCY, Baton Rouge, LA**

*Social Media & Assistant Account Manager, Feb. 2015 – Oct. 2016*

- Responsible for social media strategy, content creation, proofreading and community management for all SASSO clients.
- Write, place and manage Facebook ads for all SASSO clients, along with designing digital ads with direction from the account managers and creative team in Adobe Photoshop/InDesign.
- Work with account managers and creative team to edit, update and write SASSO client websites in Expression Engine, Squarespace and WordPress.
- Support the creative team with client sitemap design through Mindjet and wireframe design through Adobe Illustrator.
- Assist in editing, proofing, proposal writing/presentations, copywriting, outreach, media relations and reporting for all clients.
- Help manage accounts as assigned by account managers by utilizing Basecamp for ongoing communications and milestones to meet project deadlines.
- Manage interns in ad design, social media content calendars, website maintenance and administrative tasks.

### **FOUNDATION FOR HISTORICAL LOUISIANA, Baton Rouge, LA**

*Public Relations Intern, Sept. 2014 – Feb. 2015*

- Created weekly social media content for Facebook and Twitter that reached 2,000 Facebook fans.
- Served as a liaison for communications/website management for events and published new graphics.

- Designed items such as e-blasts for events/lectures, brochures and postcards using Adobe InDesign that was distributed to over 3,000 FHL members via Constant Contact.
- Wrote press releases for monthly events to distribute to local Baton Rouge media outlets, which included over 50 reporters.

### **LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPEMENT, Baton Rouge, LA**

*Public Affairs Intern, Aug. 2013 – Sept. 2014*

- Worked with Public Information Officers and communications director to provide accurate, reliable information to the traveling public in a timely manner.
- Acted as a representative for the Customer Service Department that takes over 11,000 calls annually.
- Distributed regular projects updates to community via email, social media, and website.
- Assisted public information team in event planning logistics for groundbreaking and ribbon-cutting ceremonies with Governor and other elected officials.

### **EDUCATION**

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#### **LOUISIANA STATE UNIVERSITY, Baton Rouge, LA**

*Bachelor of Mass Communication in public relations, minor in business administration, August 2012-May 2016*

### **SKILLS**

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- HubSpot Content Marketing Certified
- Twitter Flight School Certified
- Hootsuite Certified
- LSU Certified Distinguished Communicator
- Adobe Photoshop, InDesign, Illustrator
- Canva
- Mindjet Sitemap Design Software
- AP Style
- Microsoft Office
- Constant Contact
- Basecamp/Wrike
- Slack
- Sprout Social
- DashThis Reporting
- Harvest/Clicktime
- Expression Engine, Squarespace, Weebly, Wordpress, Wix