

Kelsey Casselbury, CAE, PCM, CDMP

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Senior content, marketing, and communications leader with 15+ years of experience directing high-impact communications strategies for advocacy organizations. Proven success in leading diverse teams, advancing brand integrity, and delivering compelling content aligned with business goals.

WORK EXPERIENCE

Society for Human Resource Management (SHRM)

9/2024 – Present

Director of B2C Content

- Lead strategy and execution for multi-platform content targeting human resource professionals and students, spanning the flagship magazine, 10 newsletters, three podcasts, and hundreds of digital news/feature articles annually.
- Collaborate with marketing, advocacy, and research teams to align editorial content with organizational priorities and translate complex issues, including legal and regulatory, into accessible member content.
- Manage a 13-person team, driving content creation that engages SHRM's B2C audience across the full member journey.
- Oversee a \$1.1M budget, ensuring efficient resource allocation across all projects and platforms.

KC Content + Design

9/2016 – 9/2024

Owner

Contracted with nonprofits and media outlets to meet their needs for high-quality content, marketing, and graphic and web design projects. Clients included:

- American Chemical Society
- American Culinary Federation
- Association Women Technology Champions
- LabTestsOnline.com
- Livestrong.com
- SleepFoundation.org
- SmartBrief
- Winsight Media
- Yoko Consulting

School Nutrition Association (SNA)

12/2012 – 11/2023

Content Director (Marketing & Communications)

3/2022–11/2023

- Developed and implemented a comprehensive marketing, communications, and editorial roadmap, integrating print and digital content to support organizational objectives and ensure cohesive messaging across platforms.
- Led content initiatives designed to educate and empower members and the broader public on key issues, aligning editorial direction with the nonprofit's commitment to serving the public interest.
- Established benchmarks and tracked analytics for digital content to determine success and ensure continued growth.
- Served as project manager/lead content creator for award-winning website redesign.
- Hired and led a team of three employees.

Senior Editor/Marketing & Communications Consultant

9/2017 – 3/2022

- Served as key member of *School Nutrition* magazine team, working closely with the chief editor to develop editorial strategy and produce engaging print and digital content.

- Managed SNA's social media, newsletters, and email marketing; lead graphic designer.

Managing Editor

8/2014 – 4/2016

- Directed end-to-end production of *School Nutrition* magazine overseeing editorial calendars, content creation, and production timelines.
- Authored feature articles, monthly columns, and digital stories; edited submissions from freelance and in-house writers to ensure consistency and quality.
- Supported cross-departmental initiatives, including speechwriting and ghostwriting for senior leadership, and contributed to special communications and editorial projects.

Communications Specialist

12/2012 – 8/2014

- Produced all written materials for national conferences and meetings.
- Managed the organization's email marketing system, overseeing scheduling, audience segmentation, performance tracking, and content development.
- Served as Associate Editor of the monthly *School Nutrition* magazine.

Association of Professors of Gynecology & Obstetrics (APGO)

4/2016 – 9/2017

Communications Specialist

- Lead editor and project manager for association communications, working with staff and medical professionals to ensure clear, medically accurate messaging across platforms.
- Managed Google Analytics to monitor performance and provide data-driven insights to stakeholders.
- Designed a wide range of visual content, including logos, conference materials, signage, and marketing collateral.

What's Up? Media

7/2010 – 12/2012

Staff Editor

- Wrote and edited for multiple magazines, websites, and newsletters, managing editorial calendars and producing print and digital feature content.

The Daily Times (Gannett, Inc.)

5/2007 – 7/2010

Copy Editor/Page Designer

- Edited and designed daily and weekly publications; collaborated with internal staff, freelance writers, and interns to maintain high editorial standards.

RELEVANT VOLUNTEER WORK

Children's Theatre of Annapolis

12/2012 – 1/2023

Marketing & Publicity Chair

- Developed relationships with local media and organizations to raise awareness of the nonprofit's mission, initiatives, and program offerings.
- Wrote press releases, emails/newsletters, web copy, and more
- Maintained website, newsletter/email marketing system, and social media marketing.
- Designed all graphics, including show posters, advertisements, flyers, brochures, logos, and more.
- Project manager/lead content creator for 2022 website redesign.

EDUCATION

The Pennsylvania State University

University Park, Pa.

Bachelor of Arts, Journalism

CERTIFICATIONS & CREDENTIALS

2025: Certified Association Executive (CAE)

2023: Certified Digital Marketing Professional (CDMP)

2023: Professional Certified Marketer (PCM)

MEMBERSHIPS & HONORS

American Society of Association Executives (ASAE)

- **2023-24:** Communications Professionals Advisory Council
- **2023:** Gold Circle Awards, Best Website (SNA)
- **2023, 2025:** Conference Speaker

American Marketing Association (AMA)

- **2023-25:** Mentor for AMA-DC Mentor Network

Association Women Technology Champions (AWTC)

- **2023-25:** Marketing Committee

Eddie & Ozzie Awards

- **2025:** Finalist, Best Magazine (Business), *HRQ Quarterly* (SHR)

TECHNICAL PROFICIENCIES

- **Web:** Adobe Experience Manager, Wordpress, Wix
- **Artificial Intelligence:** ChatGPT, Jasper
- **Analytics:** GA4, CJA
- **Graphic Design:** Adobe Creative Suite, Canva
- **Social Media Management:** Hootsuite, Later.com, Meta Business Suite
- **Project Management:** Monday.com

REFERENCES

Patricia Fitzgerald

Former Supervisor, SNA

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Bannon Puckett

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