

CONTACT

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2811 Settlers View Drive
Odenton, MD 21113

EDUCATION

The Pennsylvania State University
Bachelor of Arts, Journalism
University Park, Pa.

CERTIFICATIONS

- **Certified Marketing Professional (CMP)** | American Marketing Association | November 2023
- **Certified Digital Marketing Professional (CDMP)** | Digital Marketing Institute | November 2023

MEMBERSHIPS & HONORS

American Society of Association Executives (ASAE)

- 2023-24: Communications Professionals Advisory Council
- 2023 Gold Circle Awards, Best Website (SNA)
- 2023 ASAE MM&C speaker

Association Media & Publishing (AM&P)

- 2023 Bronze Excel Award, Video
- 2022 webinar panelist
- 2019 Bronze Excel Award, Design

International Foodservice Editorial Council (IFEC)

- 2021 TerrIFECer Award for contributions to the organization
- 2021: Conference Planning Committee
- 2020: President
- 2019: Treasurer
- 2017-2020: Board of Directors

American Marketing Association (AMA)

- 2023-24: Mentor in AMA-DC Mentoring program

KELSEY CASSELBURY,

CMP, CDMP

PROFILE

Creative, forward-thinking leader with 15 years of experience in print and digital marketing, communications, and editorial strategy who has exceptional writing, editing, and graphic design skills.

WORK EXPERIENCE

School Nutrition Association (SNA)

Content Director

March 2022-November 2023

- Using a balance of data and creativity, led the strategy, development and implementation of the association's print and digital marketing, communications, and editorial content, including a bimonthly print magazine, twice-yearly academic journal, social media, video, email and newsletters, and conference and event campaigns.
- Established benchmarks and tracked analytics for digital content to determine success and ensure continued growth.
- Strengthened SNA's visual brand to create consistent look and feel for all association projects.
- Served as project manager and lead content creator for SNA's website redesign on the Wordpress platform, working closely with a third-party vendor to develop a user-friendly, feature-rich Wordpress site, which won the 2023 Gold Circle Award from the American Society of Association Executives.
- Hired and led a team of three employees (Marketing Specialist, Digital Content Specialist, and Marketing and Communications Coordinator) while providing support and guidance to additional team members and contractors.

Senior Editor/Marketing & Communications Consultant (Contract Position)

April 2016-March 2022

- As part of a full-time freelance career (other clients listed below), managed SNA's social media marketing, served as lead graphic designer, and wrote and edited weekly newsletters and email marketing efforts.
- Served as key member of *School Nutrition* magazine team, working closely with the editor to develop editorial strategy, as well as write and edit departments and feature articles.
- Produced special publications such as the Annual Report and *Little Big Fact Book*.

Managing Editor

August 2014-April 2016

- Managed day-to-day production of 55,000-circulation flagship publication; responsibilities included writing feature articles, monthly departments/columns, and web stories; editing freelance and in-house articles; and working with contracted designer to maintain an on-schedule production process.
- Assisted with additional editorial/communications projects throughout all of the nonprofit's departments as needed, including speech- and ghostwriting for SNA leadership.

Communications Specialist

December 2012-August 2014

- Collaborated with staff to produce all written material for national conferences and meetings.
- Managed company-wide email blast system, including scheduling, tracking statistics, writing and editing copy, and determining appropriate audiences.
- Served as Associate Editor of monthly *School Nutrition* magazine

KC Content + Design

Owner

September 2017-Present

Work closely with editors and marketing staff at media outlets and associations to meet their needs for high-quality content and design projects. Current and former clients include:

- **American Association of Clinical Chemistry** (medical content)
- **American Chemical Society** (art director, *ChemMatters*)
- **Livestrong.com** (health and wellness content)
- **National Culinary Review** (foodservice content)
- **National Sleep Foundation** (medical content)
- **School Nutrition Association** (marketing, communications, graphic design, editorial)
- **SmartBrief** (newsletter production and white paper content)
- **Venone PR** (content, web design, graphic design, marketing strategy)
- **What's Up? Media** (health and food content)
- **Winsight Media** (foodservice content)
- **Yoko Consulting** (content)

SKILLS & SOFTWARE

- **Graphic Design:** Adobe Creative Suite, Canva
- **Web:** Wordpress, Wix
- **Social Media Management:** Hootsuite, Later.com, Meta Business Suite
- **Project Management:** Monday.com, Basecamp

REFERENCES

Ray van Hilst

Yoko Co.

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✉️ ray@yokoco.com

Patricia Fitzgerald

Former supervisor, School Nutrition Association

📞 202-997-0570

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Kristi Fletcher

Former client, School Nutrition Association

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Jen Mac Kay

Executive Director, IFEC

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✉️ jen@ifeconline.com

KELSEY CASSELBURY,

CMP, CDMP

Association of Professors of Gynecology and Obstetrics

Communication Specialist

April 2016-September 2017

- Lead editor/project manager for conference projects such as Exhibitor Prospectus, Preliminary Program and Final Program for two annual conferences, as well as project manager and designer of the Annual Report.
- Played a significant role in the redesign of APGO.org, working with outside vendors to create a complex website that included a Content Management System, Association Management System and Learning Management System.
- Managed Google Analytics account and analyze statistics to report to sponsors and board members.
- Created majority of the design content for the Association, including logos, conference materials, signage, and more.
- Managed organization's social media presence.

What's Up? Media

Staff Editor

July 2010-December 2012

- Contributed to three monthly magazines, two websites and a weekly e-newsletter sent to 10,000 subscribers. Duties included writing and copy-editing for all sections, while managing content for the Food department.
- Served as a managing editor of twice-yearly weddings publication, responsible for production from story inception to publishing.
- Played a significant role in the building and launch of the *What's Up? Weddings* website and managed the magazine's social media presence.

The Daily Times (Gannett, Inc.)

Copy Editor/Page Designer

May 2007-July 2010

- Edited and designed weekly print publications, ranging from 20 pages (*Go! Magazine*) to an average 75 pages (*The Beachcomber*), as well as every section of the daily newspaper.
- Managed freelance writers and interns.

RELEVANT VOLUNTEER WORK

Children's Theatre of Annapolis

Marketing & Publicity Chair

March 2012-January 2023

- Developed and maintained relationships with local media and organizations to publicize performances and education opportunities for young performers, as well as schedule performances outside of CTA's venue.
- Designed all of the organization's graphics, including show posters, advertisements, flyers, brochures, logos, and more, as well as wrote all necessary content such as press releases and email marketing.
- Personally redesigned CTA's website in 2012 and 2017 to ensure a fresh, updated look that meets current best practices. Led 2022 redesign by outside agency, writing all content, collaborating on major design decisions, and choosing all images.

President

July 2019-June 2021

- Hired and supervised new Executive Director.
- Led the organization through pandemic-mandated closures, working closely with staff and the Board of Directors to find ways to generate revenue and market the programs to avoid layoffs and other financial ramifications.