

Kelsey Casselbury, CAE, PCM, CDMP

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Senior marketing and communications leader with 15+ years of experience developing and executing integrated, multi-channel marketing programs in association environments. Proven ability to lead teams, manage budgets, strengthen brand consistency, and align marketing strategy with organizational priorities, engagement goals, and non-dues revenue initiatives. Certified Association Executive with a track record of data-informed decision-making and operational leadership.

WORK EXPERIENCE

Society for Human Resource Management (SHRM)

9/2024 – 11/2025

Director, B2C Content

- Led integrated content strategy for a global 501(c)(6) human resources association with 330,000 members, driving engagement, retention, and non-dues revenue across print, web, email, podcasts, and member resources.
- Oversaw high-volume content production, delivering nearly 1,000 articles (top performers reaching ~180,000 page views), 100+ podcast episodes, and 190 members resources between January–Oct 2025.
- Led redevelopment of members-only digital products, generating 4.68 million page views for member-exclusive content between January and October 2025 (64% YoY growth).
- Partnered with web and marketing teams to optimize content using performance data and member insights; established digital governance, taxonomy, workflows, and SEO/AEO standards to improve discoverability, consistency, and scalability.
- Directed the award-nominated redesign and ongoing production of the organization’s flagship magazine, overseeing editorial strategy, brand alignment, vendors, freelancers, workflows, and budget.
- Led and mentored a 13-person team and managed a \$1.1M departmental budget, using performance data to prioritize initiatives and inform leadership decision-making.

School Nutrition Association (SNA)

9/2017 – 11/2023

Marketing & Communications Director

3/2022 – 11/2023

- Developed and executed a comprehensive, multichannel marketing and communications strategy for national 501(c)(4) association serving 50,000 members in the school nutrition profession, while overseeing day-to-day department operations to ensure alignment with organizational priorities, campaigns, and revenue goals.
- Optimized ad inventory and promotional strategy in collaboration with external advertising and retail partners, driving new advertising revenue and a 35% year-over-year increase in SNA shop sales.
- Set performance benchmarks and led a data-informed digital marketing strategy, significantly expanding audience reach and engagement—including a 21% YoY increase in social media followers; 128% growth in Facebook reach; 99.9% growth in Instagram reach; a 1,277% increase in LinkedIn page views; and sustained email and newsletter performance with an average 43% open rate and 6.8% click-through rate.
- Recruited, managed, and mentored a three-person marketing team, setting priorities, defining roles, and supporting professional development.

- Implemented and maintained project management systems to track tasks, timelines, and ownership for annual events, meetings, and campaigns, as well as ongoing content, advertising, and analytics across marketing platforms.
- Established and enforced a cohesive visual identity across multiple channels, including email, web, social media, signage, and presentations, developing templates, layouts, and style guides that strengthened brand consistency, authority, and readability.
- Served as project manager and lead content strategist for an award-winning WordPress website redesign, overseeing scope, cross-functional collaboration, and launch. Post-launch metrics showed an 8% increase in page views, 18% growth in sessions and users, over two additional minutes in average session duration, and a lower bounce rate.
- Collaborated with external agencies to plan and execute multi-channel marketing campaigns promoting school meals and the school nutrition profession, ensuring consistent messaging and brand alignment.

Senior Editor/Marketing & Communications Consultant (Contract position)

9/2017 – 3/2022

- Managed and optimized SNA’s social media, newsletter, and email marketing and served as lead graphic designer responsible for visual direction and brand consistency.
- Played a key role on the *School Nutrition* magazine team, partnering with the editor-in-chief to shape strategy and deliver engaging print and digital content.

KC Content + Design

9/2017 – Present

Owner

Contract with businesses to meet their needs for high-quality content, marketing, and graphic design.

Current and former clients include:

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| • Air Conditioning Contractors of America | • LabTestsOnline.com |
| • American Association of Clinical Chemistry | • Livestrong |
| • American Chemical Society | • SleepFoundation.org |
| • American Culinary Federation | • SmartBrief |
| • Association Women Technology Champions | • Yoko Consulting |

Association of Professors of Gynecology & Obstetrics (APGO)

4/2016 – 9/2017

Communications Specialist

- Managed communications at the national 501(c)(3) association serving 1,200 OB-GYN educators, partnering with staff and medical subject-matter experts to ensure accurate, audience-appropriate messaging aligned with organizational and brand standards.
- Oversaw the design and execution of visual assets—including logos, conference materials, signage, and marketing collateral—ensuring consistency, quality, and effective brand representation across channels and touchpoints.

School Nutrition Association (SNA)

12/2012 – 4/2016

Managing Editor

8/2014 – 4/2016

- Provided editorial and operational leadership for the Association’s flagship publication, managing calendars, contributors, workflows, and production schedules.
- Established editorial governance through development and ongoing management of the Association’s style guide.

- Partnered with senior leadership on high-visibility communications, including executive messaging and speeches.
- Authored and edited high-impact content across channels, ensuring accuracy, clarity, and alignment with brand and editorial standards.

Communications Specialist

12/2012 – 8/2014

- Led development and production of all written marketing and communications materials for national conferences and meetings, ensuring clear messaging, brand consistency, and audience relevance across touchpoints.
- Oversaw the organization’s email marketing program, managing audience segmentation, scheduling, and performance tracking to support engagement and campaign goals.
- Served as Associate Editor of *School Nutrition* magazine, contributing to editorial planning, content development, and quality control for a national monthly publication.

What’s Up? Media

7/2010 – 12/2012

Staff Editor

- Produced and edited print and digital feature content while managing editorial calendars for magazines, websites, and newsletters.

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

President; Marketing & Publicity Chair

- Served as President and Secretary of the Board, partnering with the executive director and Board leadership to guide organizational strategy, governance, and continuity, including navigating a one-year operational closure during the COVID-19 pandemic.
- Built relationships with local media and community partners to increase awareness of the organization’s mission, programs, and public impact.
- Led marketing and communications strategy and execution, developing press releases, newsletters, and promotional copy while managing the website, email marketing system, and social media channels.
- Directed design and production of all visual marketing assets—including posters, advertisements, flyers, brochures, and logos—ensuring consistent branding and audience relevance.
- Served as project manager and lead content strategist for a 2022 website redesign, overseeing scope, timelines, and content development.

EDUCATION

The Pennsylvania State University, University Park, Pa.

Bachelor of Arts, Journalism

CERTIFICATIONS

2025: Certified Association Executive (CAE), *American Society of Association Executive (ASAE)*

2025: People Manager Qualification (PMQ), *Society for Human Resource Management (SHRM)*

2023: Certified Digital Marketing Professional (CDMP), *Digital Marketing Institute (DMI)*; Professional Certified Marketer (PCM), *American Marketing Association (AMA)*

MEMBERSHIPS & HONORS

American Society of Association Executives

- **2023-24:** Communications Professionals Advisory Council
- **2023, 2025:** Conference Speaker

ASAE Gold Circle Awards

- **2023:** Best Website (SNA), Best Video (SNA)

American Marketing Association (AMA)

- **2023-26:** Mentor, AMA-DC Mentor Network

Association Women Technology Champions

- **2023-25:** Marketing Committee

Eddie & Ozzie Awards

- **2025:** Finalist, Best Magazine (Business), *HR Quarterly* (SHRM)

SKILLS & PROFICIENCIES

- **Web:** Adobe Experience Manager (AEM), Wordpress, Wix, SEO, SEM Rush, AEO/GEO, User Experience (UX), content management systems (CMS)
- **Social Media/Email Marketing:** Hubspot, Constant Contact, Robly, Hootsuite, Later.com, Meta Business Suite
- **Analytics:** GA4, CJA
- **AI:** ChatGPT, Jasper
- **Graphic Design:** Adobe Creative Suite, Canva
- **Project Management:** Monday.com, Asana, Trello

REFERENCES

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