

# CASEY MCADAMS

caseymcadams@gmail.com | www.caseymcadams.com | 805.453.6554

## EXPERIENCE

October 2019 - July 2022  
SOCIAL MEDIA DIRECTOR  
(Freelance)  
FUMCSB, Santa Barbara, CA

- Developed online presence for First United Methodist Church of Santa Barbara, including creating and maintaining company Facebook, Twitter, & Instagram accounts
- Redesigned and updated FUMCSB's official website as well as aided in the revamp of multiple other organizational church-based organizations, specifically Garden Preschool
- Oversaw transition to livestream content during pandemic and created new opportunities for congregation online engagement

October 2017 - January 2019  
PROJECT MANAGER  
Seven Design Works, Los Angeles, CA

- Assisted lead lighting programmer, Roy Bennett, in building out production teams for the various simultaneous projects
- Created show and production budgets for company projects
- Aided in all office administrative needs, as well as various personal assistant work
- Created and managed Seven Design Works social media profiles, as well as company website

October 2015 - October 2016  
DAY-TO-DAY MANAGER  
Friends At Work, Los Angeles, CA

- Handled day-to-day operations for John Legend and Adam Foss
- Provided artist calendar management and associated logistical and planning activities
- Acted as main liaison between clients and company CEO/client manager
- Fielded, scheduled and facilitated outreach opportunities for artist collaboration/development

October 2015 - October 2016  
OFFICE OPERATIONS  
MANAGER  
Friends At Work, Los Angeles, CA

- Advanced private one-off engagements for John Legend and coordinated studio sessions with a variety of producers and collaborators in advance of upcoming album
- During establishment of Friends at Work, assisted in management team and artist transition from Atom Factory, providing support and organized company operations to ensure efficiency, consistency, process, and integrity
- Ensured seamless internal communication of both LA and NY offices by acting as LA company 'point-person' for all professional interactions

September 2013 - October 2015  
PROJECT COORDINATOR  
Atom Factory, Los Angeles, CA

- Assisted in day-to-day operations for John Legend, Lindsey Stirling, Meghan Trainor, and others
- Managed internal and external tour ticketing requests by coordinating with artist touring teams, box offices, booking agents to arrange for all artist, charity, company requests
- Acted as primary on-site contact for clients, company, and guests for various client performances/appearances

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## EXPERIENCE, continued

September 2013 - October 2015  
EXECUTIVE ASSISTANT  
Atom Factory, Los Angeles, CA

- Supported artists & management team in day-to-day management operations, communication, correspondence, scheduled events (photoshoots, private events, videos, tour), administration, maintained & organized artist calendars
- Assisted co-president and management team in coordinating travel, meetings, personal appointments & maintaining calendar, schedule, itineraries, expenses etc

## EDUCATION

2020 – 2023  
RUTGERS UNIVERSITY, NJ  
School of Communication and  
Information

Master of Arts in Communication and Media  
Specializing in Public Relations & Digital Media

2008 – 2012  
CHAPMAN UNIVERSITY, CA  
Dodge College of Film and Media Arts

Bachelor of Arts in Public Relations and Advertising

## SKILLS

- Proficient in Windows and Mac, Microsoft Office, Adobe Photoshop and InDesign. Highly skilled with social networking sites as marketing tools
- Extensive Internet research skills, basic HTML coding
- Skilled in adaptability, multi-tasking, logistics, communications, management, operations coordination
- Quick to assimilate new skills and job requirements