

CASEY CALLICH IS A WRITER & COMMUNICATOR.

Proven expertise in content strategy, copywriting, and digital communication

Highly motivated and creative professional with exceptional writing and editing skills and copywriting strength across a variety of channels ■ History of generating short-form and longer-form content for a wide range of materials and platforms, including digital, print, and video ■ Demonstrates impeccable attention to detail and a firm grasp of English grammar, composition, spelling, punctuation, and persuasion ■ Currently writing a book about [the color green](#).

Copywriting and proofreading	Content and brand research
Email marketing and communications	Press releases and media relations
Social media campaigns	Intermediate HTML and CSS

Professional Experience

Astraea Foundation (Remote/NYC) | February 2024 - Present

Communications Officer - Copywriter

- Produce keystone content for [astraeafoundation.org](#), including messaging on behalf of leadership and the executive team
- Craft compelling email and social media content that effectively conveys brand messages, advances mission, and engages donors and target audiences
- Create and curate engaging content, including written posts, graphics, and videos, to drive brand awareness, and promote mission
- Created and implemented brand style guide, ensuring brand voice and tone are consistent across all market channels
- Review and edit reports by independent researchers, conduct original philanthropic landscape research, and author annual report (2024)

Callich Creative (Remote/AR) | October 2022 - January 2024

Freelance Writing & Communications

- Provided professional copywriting services to clients across various industries, including social advocacy and higher education
- Developed creative and persuasive copy for email marketing campaigns, and ensured content was error-free.
- Assisted clients with creative support, providing guidance on branding, messaging, and content strategy, increasing open rates and click-through rates
- Managed multiple projects simultaneously, including compiling and writing the One Million Degrees annual report ([2022](#), [2023](#))

Howard Brown Health (Chicago, IL) | May 2017 - September 2022

Associate Director of Communications 2021-2022,
Communications Manager 2018-2021, Communications Associate 2017-2018

- Led the strategic planning and execution of comprehensive communication campaigns and updated content for [howardbrown.org](#)
- Supervised a team of Communications Associate and Graphic Designers to enhance the delivery of high-quality work and the achievement of departmental goals
- Oversaw email marketing initiatives, managing a subscriber base of 40,000+ and leveraging segmentation strategies for personalized and targeted communications
- Grew social media following by 50% across multiple platforms for all three brands, resulting in improved brand awareness and audience engagement
- Successfully completed the compilation and writing of three consecutive annual reports ([2019](#), [2020](#), [2021](#)) for Howard Brown Health, receiving positive feedback for the clarity, depth, and impact of the reports

Education

Bachelor’s Degree in English Language & Literature (Magna Cum Laude)
University of Arkansas (Fayetteville, AR) | 2010

IT Skills

Microsoft Suite (Excel, Word, PowerPoint), Google Suite, social media platforms, email, WordPress, HTML and CSS, Python, graphic design, and Adobe Creative Suite (Photoshop, InDesign, Illustrator)