

# CASEY J VICKERS

DIRECTOR & PRODUCER | STORYTELLER | CREATIVE STRATEGIST |  
PRODUCTION WIZARD | BUILDING COMMUNITY THROUGH CONTENT CREATION

## PERSONAL SUMMARY

I am an agile director and producer with a passion for storytelling, content creation, social trends, and commerce/advertising. With extensive experience in both linear and digital platform production, I am known for providing thorough process and organization while keeping the story and message goals in mind. I'm looking for future opportunities to tell more stories and create empathetic content.

## SKILLS

- Movie Magic Programs
- Adobe Creative Suite
- DaVinci Resolve
- Planoly
- Final Draft
- Canva
- Managing Client Relationships
- Development in line with Brand ID
- Iconik
- Creative Storytelling
- Team and Crew Management

## EDUCATION

### Columbia College Chicago

BA Film & Video, Directing  
05/2013

## CONTACT ME



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## PROFESSIONAL EXPERIENCE

### Freelance

Director & Producer | 03/2018 - present

"The Sunday Sit" campaign for Sit in the City

- Develop and formalize relationship with the client
- Create campaign concept inline with Brand ID
- Develop digital visual storytelling strategy
- Produce a pitch deck, execute the campaign and launch on social media.

"Artist Spotlight" spots for The Microsoft Lounge

- Direct creative concept for two documentary spots highlighting artists of color
- Produce and Manage the logistics of filming the two documentaries including maintaining the budget, scheduling, hiring two crews made of mostly female identifying and POC crew

"Nothing is New" series for Tastemade Home

- Develop a slate of episodes based on archival research
- Outperformed expectations reaching a 5.37% engagement rate

### Network in a Box

Operations Manager | 03/2023 - 05/2023

- Centralize and streamline the pipelines of communication
- Outline and implement workflows for content creation and approval.
- Scrutinize and give notes on promotional creative.

### ZED INK

Manager of Production Finance | 09/2021 - 02/2023

Production Finance Coordinator | 12/2018 - 08/2021

- Manage department including Contractor Onboarding, Payroll, and Expenses. (Expensify, SAP Concur, Microsoft Excel)
- Streamline department workflow with programs like Asana, and Monday.com
- Supervise budget creation and reconciliation in Procim
- Organize Archival with DropBox, Box and Frame.io

### Tastemade Home

Production Coordinator | 10/2017 - 11/2018

- Oversee projects cross-platform from development through post-production.
- Manage the budget and production process for multiple projects at a time.
- Coordinate talent and creative concept in pre-production.
- Monitor the needs of the creative while overseeing budget and production needs.
- Propose and develop content to reach new audiences and engage viewers.