

CASEY BISHOP WILLIAMS

I WORKED

McGarrah Jessee | Austin, TX | Account Executive | YETI

10/2015-Present

Serve as an integral part of the core team on YETI Coolers

Work on advertising and experiential campaigns and projects that serve both internal and external importance

Lead cross-department work on projects such as yeti.com modules, catalogs, flagship retail, print and digital assets

Provide team leadership and client support on photo and video productions

Chapter/Zeus Jones SF | San Francisco, CA | Strategist

6/2014-8/2015

Developed business, product, and brand strategy initiatives

Worked on product development, UX design, customer journey mapping, packaging and campaign development projects

Clients: PayPal, Google, Nike, Silent Circle/Blackphone, UC Berkeley, The Weather Channel & Salesforce

Poler Outdoor Stuff | Portland, OR (remote) | Student Brand Consultant

10/2013-4/2014

Consulted Poler regarding target refinement, brand positioning, e-commerce strategy

Created indepth competitor analysis report, acquisition/retention strategies & comprehensive brand audit with recommendations

Mutt Industries | Portland, OR | Accounts & Strategy Intern

6/2013-8/2013

Supported agency & client teams to develop campaigns

Clients: Gerber Gear, Tampa Bay Buccaneers

Williams Whittle Agency | Alexandria, VA | Account Services Intern

3/2012-6/2012

Aided internal teams in strategy & creative development

Provided day-to-day client & business development support

I LEARNED

VCU Brandcenter | M.S. Business: Creative Brand Management

2012-2014

Coursework focused on market and product innovation, brand strategy, and consumer engagement for traditional and emerging business problems

Team Leadership & Management | Strategic & Creative Briefs

Qual/Quant Research | Competitive & Segmentation Analysis

University of Virginia | BA: Latin American Studies & Religious Studies

2007 – 2010

University of Denver | 2006-2007

I HAVE



Lived in Wyoming and worked jobs such as campsite cook, hiking guide and ski shop associate.



Visited over 20 National Parks with the goal of visiting all 59



Constructed art and furniture pieces using reclaimed materials and live edge wood

I USE

Apple Keynote & Numbers
Microsoft Powerpoint & Excel
Basecamp & Workamajig
Adobe Photoshop
Adobe Illustrator
Simmons
Google Analytics
Mintel