

KASEY FARROW

Summary

Marketing and communications professional skilled in social media strategy, brand storytelling, and inclusive audience engagement. Passionate about creating culturally relevant campaigns that connect, inspire, and celebrate diversity.

Professional Experience

Florida State University Office of Admissions – Social Media Marketing Manager

Tallahassee, FL

05/2025 – Current

- Responsible for content creation, social media post planning, maintaining content calendars, and campaign planning to recruit undergraduate students
- Tracks and analyzes social media metrics and analytics for all platforms
- Involved with email marketing campaigns and design

Florida State University – Academic Advisor

Tallahassee, FL

06/2024 – 05/2025

- Advised undergraduate students in the development of academic schedules within the Jim Moran College Entrepreneurship
- Created promotional material for academic and informational purposes
- Utilized mass communication to engage and inform targeted student audiences

Leon County Schools – Educator

Tallahassee, FL

07/2017 – 05/2024

- Utilized data-driven instruction to target areas of weakness and continuously improve student performance throughout the school year
- Served students of various socioeconomic statuses, cultures, religions, and backgrounds
- Managed mass communication outreach to drive parental engagement

Special Olympics Florida - Event Management

Orlando, FL

05/2015 – Current

- Coordinates diverse teams of volunteers, establishing clear roles and responsibilities for effective collaboration during events
- Resolves operational challenges swiftly, implementing creative solutions that minimized disruption or delay during events

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727-687-9722



Tallahassee, FL 32309



Skills

- Editing
- Graphic Design
- Interpersonal Communication
- Organization
- Project Management
- Public Speaking
- Technological Proficiency
- Time Management

Education

Florida State University

01/2025 – Current

Tallahassee, FL

Master of Science: Strategic Communication

- Graduate Certificate in Multicultural Marketing Communication
- Emphasis in Integrated Marketing Communication

Florida State University

06/2013 – 05/2017

Tallahassee, FL

Bachelor of Science: Elementary Education

- Honors: Cum Laude (GPA: 3.66)

Certifications

- Oracle BI Class Enrollment Credential
- Oracle BI Term Statistics Credential
- K-6 Florida Teaching License - May 2017-Present