

# Casey R. Bariteau, MBA

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## Career Summary

Innovative and strategic marketing professional with a unique blend of creative direction and business acumen, honed through an MBA and diverse roles in visual design and brand management. Skilled at leading and collaborating with creative teams, I excel in translating big-picture concepts into impactful marketing strategies and visually compelling campaigns. Known for a personable approach, emotional intelligence, and strong presentation skills, I effectively bridge the gap between creative vision and business objectives. Eager to bring a unique mix of tech-savvy expertise, conscientious leadership, and eloquent communication to a dynamic role.

## Professional Experience

Humana Military

August 2022-July 2023

### Marketing Specialist

- **Collaborative Leadership:** Led cross-functional teams in UX, Design, and Writing, enhancing project synergy and creative output across digital platforms.
- **UX Design:** Contributed to the development of a new website and mobile app, focusing on user-centric wireframing and prototyping using Figma, and selecting impactful stock imagery.
- **Creative Direction:** Coordinated a direct mail campaign for health screenings, overseeing both creative and graphic design aspects, resulting in increased public awareness.
- **Brand Consistency:** Revamped email templates to align with updated brand standards, ensuring a cohesive and professional visual identity across all digital communications.
- **Social Media Strategy:** Independently managed the design and content creation for Humana Military's Facebook posts, effectively communicating key messages and enhancing brand engagement.

Casey Renee Art

June 2013-Current

### Creative Director | Artist | Owner

- **Entrepreneurial Leadership:** Founded and grew Casey Renee Art, managing all aspects of the business from client acquisition to creative direction, showcasing strong business acumen and artistic vision.
- **Artistic Expertise:** Specialize in creating visually compelling artworks utilizing advanced techniques in shadows, light, and contrast, honed through formal training at Boston University's College of Fine Art.
- **Creative Expression:** Developed a unique artistic style that captures the human experience through a blend of imaginative concepts and vibrant color palettes, resonating with a diverse client base.

Discount Labels

July 2020-May 2022

### Prepress Specialist

- **Industry Versatility:** Collaborated with a diverse range of clients across various industries, including automotive, beverage, cannabis, and cosmetics.
- **Customer Service Excellence:** Awarded for exceptional customer service, going beyond job responsibilities to assist clients with artwork logistics.
- **Graphic Design Proficiency:** Applied extensive graphic design skills to enhance artwork logistics, ensuring high-quality outcomes and customer satisfaction.

Louisville Magazine

January 2020-April 2020

### Production & Traffic Specialist

- **Process Optimization:** Implemented new file naming conventions and streamlined server organization, significantly enhancing internal production processes and efficiency.
- **Creative Design:** Conceptualized and designed key advertising spreads, including the Summer Camp Guide and Louisville Dining Guide, showcasing creative flair and attention to detail.
- **Production Management:** Managed all production requirements, ensuring adherence to ad specifications and maintaining high standards of quality for the magazine's content.

## Education

University of Louisville

2023

MBA: Graduated With Distinction

Louisville, KY

Boston University

2015

Bachelor of Science: Communication (Advertising Concentration)

Boston, MA

- **Minor:** Visual Arts

## **Skills, Certifications, & Core Strengths**

- **Technical Skills & Software:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Figma, Microsoft Office Suite, Social Media Platforms and Nuances, Promoted Posts on Social Media, Typography, Proficiency in Learning New Technology
- **Certifications & Training:** Google UX Design Course (In Progress)
- **Core Strengths:** Marketing, Business Administration, Communication, Creative Direction, Marketing Strategy, Creative Development, Digital Marketing, Branding, Brand Strategy, Brand Management, Account Management, Analytical Skills, Strategic Thinking, Campaign Strategy, Visual Aesthetics, Market Research, Market Analysis, UX Design

## **Volunteer Experience & Professional Memberships**

- **Angel Tree, Salvation Army:** Assisted in distributing Christmas gifts to families in need.
- **Kosair Charities:** Designed event posters, contributing creative skills for charitable causes.
- **AAF Louisville (American Advertising Federation) + Ad 2 Club:** Active member, engaging in industry events and networking opportunities.
- **YPAL (Young Professionals Association of Louisville):** Participating in professional development and community events within the Louisville area.

## **Awards & Honors**

- **Award of Excellence, PRSA Landmarks of Excellence (2017):** Recognized for outstanding logo design for Masonic Homes of Kentucky.
- **Customer Service Shoutout, Discount Labels:** Acknowledged for exceptional customer service and support beyond typical job responsibilities.