

CASEY DERRENBACHER

casey.derren17@gmail.com | linkedin.com/caseyderrenbacher | caseyderrenbacher.com

PROFESSIONAL SUMMARY

Driven and creative marketer with experience in social media strategy, content creation, and brand development. Skilled at translating ideas into visuals and campaigns that build connection and community. Passionate about helping brands grow through authentic storytelling and strategic design.

EDUCATION

May 2025

May 2024

M.A., Communication & Business Leadership

B.S.B.A., Social Media & Digital Communication; Sales & Graphic Design Minor

High Point University - High Point, NC

GPA: 3.91, Dean's List, Presidential Fellowship, Siegfried Leadership Fellows, Summa Cum Laude

EXPERIENCE

- Media Content Coordinator | CrossFit Enforce – Gaithersburg, MD

May 2025 - Present

 - Capture and produce over 100 high-quality photos monthly that reflect the energy, passion, and community of CFE.
 - Plan and execute 2–3 monthly projects including workouts, events, and athlete spotlights for use across social platforms.
 - Organize, edit, and deliver all media using Adobe Lightroom, maintaining consistent color, tone, and brand quality.
 - Collaborate with staff to identify storytelling opportunities that highlight member achievements and the gym’s mission.
- Social Media Specialist | CrossFit Enforce – Gaithersburg, MD

May 2024 - September 2024

 - Created high-quality photo and video content, producing reels in the top 30 most-viewed on gym Instagram page.
 - Grew Instagram account and improved the follower-to-following ratio from 1:1 to 2:1 through strategic engagement.
 - Developed expertise in content analytics, leveraging insights to drive digital growth and community interaction.
 - Strengthened collaborative skills by working with gym owners and members to align messaging with brand goals.
- Social Media Content Specialist | HYPE Agency – High Point, NC

Jan 2024 - May 2024

 - Collaborated directly with clients to enhance brand identity, aligning with HYPE’s mission to energize brands.
 - Strategically used creative storytelling to produce content that effectively communicated brand identity.
 - Worked with a team of peers to ensure efficient and effective project execution in a fast-paced agency environment.
 - Enhanced collaboration and time management by balancing client projects within set deadlines.
- Social Media Manager | Damascus United Methodist Church – Damascus, MD

June 2023 - Sept 2023

 - Created the church’s Instagram presence and revamped the website and Facebook to enhance digital outreach.
 - Led social media workshops for elderly members, providing hands-on instructions and creating an educational Instagram guide.
 - Served as a key communicator across all age groups to successfully brand the church’s welcoming culture.
 - Developed digital marketing strategies for nonprofit outreach and engagement.
 - Strengthened ability to adapt branding strategies to align with a community-based organization’s mission.

AFFILIATIONS

- Division 1 Collegiate Athlete | High Point University Women’s Rowing – High Point, NC

May 2024 - May 2025

 - Team Leadership – Worked with teammates to shape a new D1 program and build a competitive and collaborative team culture
 - Discipline & Work Ethic – Trained 20+ hours per week while managing coursework
 - Resilience & Goal Setting – Competed in high-stake collegiate races

SKILLS

Certified in Professional Coachability | Proficient in Adobe Illustrator/InDesign/Photoshop | Skilled in Canva | Photography