

Bailey Caskey

social and digital advocacy professional | baileymcaskey@gmail.com | 515-943-3833

Experience

Planned Parenthood North Central States/Planned Parenthood Advocates of Iowa, Senior Digital Communications Specialist | *July 2022-Present*

- Drive digital content creation and strategy for various affiliate accounts across multiple platforms including Instagram, Twitter/X, Facebook, and TikTok with 92,000+ aggregated followers utilizing analytics and reporting tools to adapt content strategy for continuous strategy optimization.
- Collaborate across internal teams, external partners, and stakeholders to uplift digital communication efforts with overall organizational and movement goals.
- Support timely and crisis communications plans to drive key messages during peak moments for reproductive health care access including communicating about ongoing litigation and legislative development while adhering to organizational goals and legal requirements.

Digital Organizing Communications Associate | *May 2021-July 2022*

- Advocated for, developed, and led process for influencer promotional campaigns for various events
- Mobilized supporters for peak advocacy moments to support organizing team by employing digital tools such as bulk email, social content, and relational organizing programs
- Crafted relevant and shareable content for the organization's website, blog, and social media accounts that amplified the organization's voice, drove awareness to our work, and fostered community engagement for each entity.

Youth & Shelter Services, Development Specialist | *Sept 2020-April 2021*

- Contributed to the development of proactive fundraising and philanthropic efforts of the agency
- Championed and integrated processes to standardize and strengthen donation data entry and donor acknowledgment
- Ensured data health to instill confidence in the information within reports and queries to support the duties of other departments

Office of University Relations, Social Media and Communications Assistant | *Aug 2019-May 2020*

- Collaborated with the Social and Digital Media Coordinator in planning and curating content across social media platforms including Facebook (77,000 likes), Twitter (37,900 followers), Instagram (13,500 followers) and Snapchat
- Analyzed sentiment across platforms and monitored relevant analytics monthly
- Identified and crafted meaningful stories and narratives on campus to incorporate into communications plan

Education

University of Northern Iowa
B.A. Public Relations & B.A. Spanish *May 2020*

Skills

Social media strategy development and implementation

Adobe Creative Suite: including graphic design and video editing

Copywriting and copyediting

Email fundraising and marketing campaign development and execution

Website management via HTML, CSS, and website builders like Squarespace and Wix

Paid digital advertising

Campaign performance analytics and reporting