

Casey Quinlan

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Profile

Expert communicator, skilled at message development and collaborative strategy. Content-creation expert (copy, audio, video) for the web and mainstream media. Excellent verbal and written language and communication skills, powerful and inspiring speaker, insightful brand strategy builder. Social media savant. Comedy writer.

Skill Summary

- Writing/editing
- Inbound marketing strategy
- Social media strategy
- Story-based brand strategy
- Topic/story-related research
- Public relations
- Media relations
- Expert speaker/facilitator
- Seminar development
- Event & conference planning
- Audio production
- Video production
- Story-based leadership
- Presentation coaching
- Finding the funny

Professional Experience

Writing/Editing

Author of [Cancer for Christmas: Making the Most of a Daunting Gift](#); copywriting for technology, healthcare, education, professional services, and non-profit websites (list on request); member of [Disruptive Women in Health Care](#); articles + op-eds for an array of digital and print media outlets (list on request); article ghosting and editing for a variety of clients.

Speaking/Facilitation

Presentations on healthcare system transformation from the ground up, storytelling in professional settings, sessions on technology-enabled patient engagement and social media. Workshops on using storytelling to drive patient engagement, communication skills, social media community-building and brand management.

Presentation Coaching & Seminar Development

Presentation development coaching for executives and thought leaders. Includes staging, slides, signature story development, and slidecast recording. Seminar/workshop development for marketing, business development, new product launches, tradeshow and industry conference sessions.

Leadership Development

Story-based leadership approach with senior executives; work with 'silent heroes' teams (engineering, IT, operations) to build brand ambassador programs; facilitation of brand strategy across siloed team groups to drive collaboration, and to discover/develop rising leaders.

Media Production

20+ years of experience producing & engineering live network television broadcast segments: logistics planning, location scouting & management, crewing, stage & production equipment purchasing & rental, audio & video setup, audio/video control, remote feed coordination. Podcast/v-cast production experience. Full credits and links to samples on request.

Social Media

Savvy early-adopter of social media; expertise in social media brand-building for B2B, including healthcare. Prolific blogger, built following on Twitter & Facebook that helped take *Cancer for Christmas* to best-seller. Recognized influencer in healthcare social media (#hccsm, #medx, #pfcr, #hcpt, #bcsn, #s4pm).

Inbound Marketing Strategy

Web-based lead generation: "get found, convert, analyze; lather, rinse, repeat." SEO-driven content creation & management, combined with social media and email outreach, supported by metrics and analysis that improve business development pipeline flow & increase qualified leads.

Public/Media Relations & Event/Conference Planning

Media relations research for Fortune 500 healthcare company; media relations and PR for healthcare insurance startup; PR for venture capital group events; PR for technology-related business association; event development, planning and PR for clients in healthcare, technology, education, business services, and non-profit sectors; PR lead for ABWA National Conference 2004.

Career History

Mighty Mouth, Mighty Casey Media LLC

2006 – Present

Richmond, VA

- Business storytelling – developing strong narratives that communicate a company's or executive's value. People want to buy from "people like me" – discovering and using stories that clearly show shared world-view and goals is the fastest track to business growth
- Story-based, humor-rich social media strategy development and deployment
- Public/media relations campaign development
- Media research to discover best outlets for a company's stories
- Media & consumer research to discover linguistic engagement drivers in target market segments

Clients include: J Wiley & Sons Publishing, American College of Radiology, OpenNotes, Patient Empowerment Network, Richmond Magazine, Stone Mantel, Stanford MedicineX

Clinical Research Advocate, Science 37

2017 – Present

Los Angeles, CA

- Content creation and social media outreach to drive clinical trial participation via Science 37 networked clinical trial model

VP Marketing & Operations, SkyWire Communications, Inc.

2000 – 2007

Richmond, VA

- Manage day to day sales and operations of satellite uplink company, including bidding and rate negotiation
- Perform marketing duties including story pitching (written and verbal), ongoing research into new markets, client database management
- Field production of assigned stories
- Site surveys + location management
- Evaluate and report production technical requirements

Credits (short list): NBC/MSNBC – Today, Weekend Today, Nightly News, Presidential Inaugurations, State of the Union, Triple Crown racing, CBS – Early Show, NFL Football, ABC – Good Morning America.

Freelance Operations Producer & Engineer

1989 – 2000

New York, NY

- Produced/engineered production projects including live multi-camera news events, live sports, talk shows, music television, and high-end teleconferences
- Field producer on news and feature stories
- Booked and coordinated satellite and fiber feeds and facilities for NBC-TV on their satellite & traffic desk for News, Sports and Entertainment divisions
- Produced/engineered a multitude of live remotes with an equal multitude of celebrities or personalities; negotiated for satellite and/or terrestrial space; booked crews, studio facilities, and production and/or satellite uplink trucks; arranged to have all pertinent video-and-audio sources available in a timely, coherent fashion.

Credits (short list): NBC – NFL Live, Today, Weekend Today, NBC News Specials, NBA on NBC, NBA Finals, Nightly News, Dateline NBC; ABC – Primetime Live; CBS – Evening News; ESPN – Stanley Cup Hockey; BBC – US location shooting for various documentaries; C-SPAN – 1992 Democratic Convention Gavel to Gavel.

Affiliations

- Society for Participatory Medicine – Member since 2010
- MedicineX – ePatient Scholar 2013
- Lown Institute Right Care Alliance – Co-Chair, Community Engagement Council; Member, Science & Evidence Council
- World Health Organization (WHO) – Designated "patient expert" on engagement strategy and system transformation

Education

- University of San Francisco – Theatre Arts & Speech Communication
- HB Studio, New York – Acting, improvisation techniques
- New York University Film School – Professional Certificate in Filmmaking
- American Comedy Institute – comedy writing and performance