

Casey A. Peterson

caseyapeterson@gmail.com

EDUCATION

UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG

Master of Arts in Journalism and Media Studies
Graduate Research Assistant

St. Petersburg, FL
May 2012

UNIVERSITY OF FLORIDA

Bachelor of Arts in Political Science
Minors: Business Administration and History

Gainesville, FL
May 2010

TECHNICAL SKILLS

Proficient with Adobe Creative Suite, Adobe Captivate, Adobe Connect, Microsoft Office, FileMaker Pro, basic web design, and content management systems such as Drupal, Joomla and WordPress.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG

Director of Operations, Department of Journalism and Media Studies

St. Petersburg, FL
September 2011 – Present

- Schedule courses for three degree-seeking programs and assist students with registration via Banner
- Contribute to multiple departmental websites
- Provide assistance in the development of course materials using Adobe's Creative Suite
- Responsible for departmental purchasing and financial accountability
- General advising and sequencing of new online M.A. degree in Digital Journalism and Design
- Oversight of graduate research assistants and Federal Work Study employees

Graduate Research Assistant, Department of Journalism and Media Studies

August 2010 – May 2012

- Teaching assistant for multiple online media classes (200+ students)
- In charge of direct communication with students, other faculty, and library services
- Responsible for assisting assigned professor with book research and curriculum development

THE POYNTER INSTITUTE

NewsU Online Technical Assistant

St. Petersburg, FL
October 2011 – May 2012

- Responsible for duplicating multiple web-based journalism seminars in Drupal CMS
- Perform additional IT duties as needed

FLORIDA SCHOLASTIC PRESS ASSOCIATION

Office Manager

Gainesville, FL
August 2008 – May 2010

- Responsible for selection and direct oversight of approximately eight staff members
- Provided support to 150 member high school publications and advisers in areas of production, evaluation, and organization
- Top-level staffer in charge of organization and management of annual convention attended by 1,300 high school journalists and 50 professional journalists
- Maintained membership database for internal and external use
- Controlled daily company banking operations

Intern

December 2007 – August 2008

- Created automated scripts in FileMaker Pro to assist in production of awards at annual convention
- Input membership information into locally-managed database daily
- Acted as interim webmaster using HTML coding