

KASEN CASIE

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EDUCATION

Bachelor of Arts in Mass Communication – Broadcasting

Expected May 2026

Winthrop University, Rock Hill, SC

- Minor in Music Technology

SKILLS

- **Technical:** Audio Editing: Adobe Audition, Logic Pro X, Audacity, Adobe Premiere Pro, Final Cut Pro, Rodecaster Pro, Shure SM7B, Zoom H6
- **Interpersonal:** Public speaking, written communication, leadership and teamwork

EXPERIENCE

Campus DJ – Winthrop Radio (WURW)

January 2024 – Present

Winthrop University Department of Mass Communication, Rock Hill, SC

- Curate weekly playlists featuring indie, hip-hop, and student-submitted tracks.
- Operate studio board during live broadcasts and pre-recorded segments.
- Promote events and shows using Canva and Hootsuite across WURW's social channels.

Audio Production Intern

May 2025 – August 2025

WROK 98.3 FM, Rock Hill, SC

- Edited and produced commercial spots using Adobe Audition and Logic Pro X.
- Collaborated with on-air personalities to write scripts for morning drive-time promos.
- Mixed music beds, sound effects, and voice tracks to meet FCC standards and client needs.
- Participated in live remotes and events, assisting with equipment setup and social media coverage

Media & Promotions Assistant

August 2023 – May 2024

Winthrop University Office of Student Engagement, Rock Hill, SC

- Produced highlight reels and Instagram Reels for university events using Premiere Pro.
- Designed event flyers and coordinated audio/visual needs for open mic nights and live performances.
- Tracked analytics to improve reach and engagement across platforms.

COURSE PROJECTS

Digital Newsroom, Social Media, and Marketing (IMCO 349)

January – April 2024

- Developed a multi-platform marketing campaign for local business, including print, radio, and digital deliverables.
- Produced creative assets such as a commercial script, billboard mockup, and coordinated Instagram posts.

Public Relations Principles (IMCO 370)

January – April 2024

- Collaborated with faculty to promote a departmental showcase event using visual displays and targeted messaging.
- Designed bulletin boards and digital assets to increase student engagement and event attendance.

Social Media Marketing (MCOM 230)

February – April 2023

- Created branded Instagram and Facebook content for local nonprofit using Canva, producing 4+ weekly posts.
- Tracked post engagement using Meta Business Suite to inform future outreach strategies.

LEADERSHIP & ACTIVITIES

- Member – National Association of Black Journalists (NABJ), Winthrop Chapter January 2025 – Present
- Treasurer – Winthrop Audio Collective August 2024 – Present
- Volunteer DJ – Charlotte Indie Music Fest 2024 May 2024