



# CASEY RICHBOURG

Furman University | Marketing & Communications

## CONTACT

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## EDUCATION

### Bachelor's Degree

Furman University  
Business Administration  
(Marketing Track) Major  
Communications Major  
Visual Strategy Minor  
3.8/4.0 GPA  
Bell Tower Scholarship Recipient  
Graduation May 2027

### High School

Lake Highland Preparatory School  
Orlando, FL  
4.5 Weighted GPA  
5 AP Classes  
32 ACT  
2019-2023

## CAMPUS INVOLVEMENT & HONORS

### D1 Women's Lacrosse

2023 - Present

### Southern Conference Athletics Presidential

#### Honor Roll

2023 - Present

### Ladies of Distinction

2023 - Present

### Phi Eta Sigma National Honor Society

2023 - Present

## EXPERTISE

Microsoft PowerPoint  
Microsoft Word  
Adobe Cloud  
Canva

## PROFESSIONAL PROFILE

Highly motivated college student working towards a double major of BBA in Marketing and BA in Communications - Media Studies at Furman University. Division 1 Collegiate Athlete who is dedicated to academics along with athletics. Aiming to use my knowledge of business, marketing, communications studies, and social media to satisfy the internship at your company.

## WORK EXPERIENCE

### Sports Reporter & Anchor

Furman University News Channel | Greenville, SC | November 2024 - Present

- Covers live sporting events, providing in-depth game analysis and play performance insights for Furman's student-run sports media outlet
- Participates in filming and producing bi-weekly coverings for the Furman Community
- Creates compelling content for both print and digital platforms while enhancing Furman's sports coverage

### Social Media Manager

Solblazers Lacrosse Club | Orlando, FL | January 2021- August 2023

- Responsible for creating social media campaigns to promote the club
- Designed summer tournament schedules for age groups 2026-2032 through Canva.
- Managed all social media platforms (primarily Tiktok and Instagram) in order to grow girls' lacrosse in the Orlando area, especially underprivileged communities

### Broker's Assistant and Marketing Manager

Sell My Home Orlando | Orlando, FL | August 2022 - July 2023

- Helped curate a digital footprint for this small business
- Assisted with planning and hosting open houses
- Toured investment properties- mostly foreclosures and short-sales
- Designed social media ad campaigns to generate leads for OSMH

### Sales Associate

Dear Jane | Winter Park, FL | August 2022- April 2023

- Responsible for inventory management, merchandise displays, and developing marketing strategies to promote sales
- Improved page content, keyword relevancy, and branding through use of Canva
- Interacted face-to-face with customers in order to provide quality service

## INTERNSHIP EXPERIENCE

### Summer Marketing Intern

Duvin Design Company | Orlando, FL | June 2021- August 2021

- Assisted in distribution center, to ensure clients received the correct orders in a timely manner
- Managed larger client accounts for bulk orders and marketing products
- Helped with graphic design, placement of images and saw approval process for design to production